JACK TRACY
ROOM 320

2 COPIES X-H

November 1, 1957

KENNETH W. BILBY IS ELECTED AN EXECUTIVE VICE PRESIDENT OF NBC

Kenneth W. Bilby, Vice President for Public Relations of the National Broadcasting Company, has been elected an Executive Vice President by the NBC Board of Directors, Robert W. Sarnoff, President, announced today.

Mr. Bilby is responsible for the Press, National Advertising and Promotion, Exploitation, Merchandising and Continuity Acceptance Departments of the Company. He is a member of the Executive Council of NBC which formulates company policy under Mr. Sarnoff.

Mr. Bilby became Vice President for Public Relations on September 3, 1954. At that time all the Company's promotional activities were grouped under his direction to achieve maximum support for NBC's expanding programming activities in both color and black and white television.

A graduate of the University of Arizona, Mr. Bilby started work with the New York Herald Tribune as a copy boy, was soon named Herald Tribune correspondent at Columbia University, and was appointed to the staff of the newspaper as a general news reporter in 1939.

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Mr. Bilby joined the Army in 1941 as a private and served for five and a half years, rising to the rank of lieutenant colonel in command of an Infantry battalion in the European theater. He was awarded the Silver Star, Legion of Merit, Bronze Star, Croix de Guerre and Presidential citation. After World War II, he returned to the Herald Tribune as a United Nations correspondent, later served as an assistant city editor, and then spent three years as foreign correspondent for the newspaper in Europe and the Middle East. He is the author of a book on the Middle East, published by Doubleday and Company in 1950.

Before joining NBC, Mr. Bilby served for two years as a public relations representative to RCA Victor at Camden, N.J. He was born October 7, 1918. He is married, has three children and lives at Mamaroneck, N.Y.

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NBC-New York, 11/1/57

NBC TRADE NEWS

November 1, 1957

PHILIP MORRIS, INC. (FOR ITS MARLBORO CIGARETTES) PURCHASES 52-WEEK PARTICIPATION ON 'TONIGHT'; STATION LINE-UP INCREASED TO 85 MARKETS

Philip Morris, Inc., for its Marlboro Cigarettes, has purchased a 52-week participation campaign on NBC-TV's TONIGHT program which, beginning Monday (Nov. 4), increases its station line-up to 85 markets, it was announced yesterday by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Marlboro order amounts to more than $450,000 in gross revenue and represents the largest order placed with the new "Tonight" show, starring Jack Paar, since its debut three months ago. The order calls for a total of 104 participations starting Nov. 8 and was placed through the Leo Burnett Company, Inc.

"Tonight" (telecast Mondays through Fridays, 11:15 p.m.-1 a.m., EST) is currently seen in 79 markets, having added WALB-TV, Albany, Ga.; WEWS, Cleveland; KRNT-TV, Des Moines, and KHAS-TV, Hastings, Neb., to its rapidly expanding stations line-up during the past week. Effective Nov. 4, the late-evening show also will be carried by the following stations:

WCPO-TV, Cincinnati; WUSN-TV, Charleston, S.C.; WIS-TV, Columbia, S.C.; WFIE-TV, Evansville, Ind.; WPSD-TV, Paducah, Ky., and WRAL-TV, Raleigh, N.C.

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NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

Nov. 10-16 (All Times EST)

Sunday, Nov. 10

6:30-7 p.m. -- MY FRIEND FLICKA -- "Old Danny."

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Gloria Swanson, Tony Bennett, Xavier Cugat, Abbe Lane and Charles Ruggles, Jack E. Leonard.

9-10 p.m. -- THE CHEVY SHOW -- Starring Tony Martin as host, Nat King Cole, Vera Ellen, Red Buttons and extra added attraction Joan Davis.

Monday, Nov. 11

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Aesop and Rhodope."

7:30-8 p.m. -- THE PRICE IS RIGHT -- Bill Cullen is emcee.

Tuesday, Nov. 12

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "All the World Over."

8-9 p.m. -- THE FISHER-GOBEL SHOW -- Guests are Tommy Sands, Elaine Dunn, Marie Wilson and Mary McCarty.

Wednesday, Nov. 13

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Ransom of Sigmund Freud."

(more)

2 - NBC Color Telecast Schedule

Thursday, Nov. 14

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Iris," starring Margaret Truman.

7:30-8 p.m. -- TIC TAC DOUGH -- Emcee is Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Friday, Nov. 15

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Remember Me Kindly."

Saturday, Nov. 16

2:45 p.m. to completion -- NCAA FOOTBALL GAME -- Notre Dame vs. Oklahoma.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 11/1/57

NBC-TV NEWS

"DRAGNET" AND "PEOPLE'S CHOICE" RESCHEDULED FOR NOV. 7;
SCHEDULE FOR "BOB HOPE SHOW" TO BE ANNOUNCED

DRAGNET and THE PEOPLE'S CHOICE programs on NBC-TV will be presented in their regular time periods Thursday, Nov. 7, in place of the previously announced BOB HOPE SHOW (8:30-9:30 p.m., EST).

A schedule for the "Bob Hope Show" will be announced as soon as arrangements are completed for another sponsor of the series.

"Dragnet" is telecast from 8:30-9 p.m., EST, under the alternate sponsorship of Liggett and Myers Tobacco Co. and Schick Inc. (Liggett and Myers will sponsor the Nov. 7 show.) "The People's Choice" is seen from 9-9:30 p.m., EST, sponsored alternately by American Home Products Corp. and the Borden Co. (American Home Products will sponsor the Nov. 7 show.)

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NBC-New York, 11/1/57

PUB-609

NBC OWNED STATIONS DIVISION

News

NEW 30-SECOND COMMERCIAL ANNOUNCEMENT IN STATION BREAK TIME IS INTRODUCED ON NBC OWNED TV STATIONS

A new type of spot availability in station break time -- a new 30-second commercial announcement -- is being introduced on the seven NBC Owned Television Stations effective immediately, it was announced today by Thomas B. McFadden, Vice President of NBC Owned Stations.

"With the addition of the new 30-second announcement to the popular 10-second and the 20-second station breaks, we are now offering advertisers greatly increased flexibility on NBC Owned Television Stations," Mr. McFadden said.

According to Jack Reber, Director of NBC Spot Sales, the 30-second station break announcement opens up an entirely new area of opportunity for the advertiser. It provides time for more copy points and product demonstration than the two other station break lengths and also represents a much needed compromise between the 20-second and the one-minute announcements. This longer station break is available throughout the day, including prime nighttime.

The new 30-second break is available on WRCA-TV, New York; WNBQ, Chicago; WRCV-TV, Philadelphia; WRC-TV, Washington; KRCA, Los Angeles; WBUF, Buffalo; and WNBC, Hartford-New Britain.

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NBC-New York, 11/1/57

publicity department • NBC Owned Stations Division • 30 Rockefeller Plaza, N.Y. 20, N.Y. • CI 7-8300

NBC-TV NEWS

DEAN MARTIN TO MARK A TV 'FIRST' BY APPEARING ON 3 CONSECUTIVE TV SHOWS IN ONE NIGHT

NBC-TV star Dean Martin will establish a television "first" Saturday, Nov. 9 by appearing on three consecutive telecasts. The peripatetic Dean will be seen on the following timetable on NBC-TV:

8-9 p.m., EST -- THE PERRY COMO SHOW will pick up the dress rehearsal -- in Burbank, Calif. -- of Dean Martin starring in CLUB OASIS. Via split screen, Como, in New York, will greet Martin.

9-9:30 p.m., EST -- Dean Martin will star in "Club Oasis," with Gisele MacKenzie and Edgar Bergen and Charlie McCarthy as guests. During the program Dean and Gisele will start to sing a duet, but time runs out. Gisele will suggest that they finish the song on her own program, which follows "Club Oasis."

9:30 to 10 p.m., EST -- THE GISELE MacKENZIE SHOW. Dean Martin will finish his duet with Miss MacKenzie -- and complete his three-program appearances on TV that night.

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NBC-New York, 11/1/57

DOES SLEEP TO MAKE A TV TRIALOGUE OF ATTRACTING AN I CONSCIENTIOUS TV AUDIENCE IN ONE HOUR?

MOD-TV and Jack Barlow will combine a television "
ity, MOD, by converting an three commercial television.
cannot been only in been on the following timeslots on TV
8-9 p.m., EST -- The Jack Cole Show will give an
ean rebuttal -- in Dynamic Reality, -- of each from a
ng in MOD Quiz. The daily series, comes, in one year, a
est [illegible].

9:30 p.m., EST -- Jack Barlow will come in "The
ity," with Clair Rodriguez and Jack [illegible]
during as guests. During the program from the field, will
ent to ship's deck, but that [illegible].
ay they [illegible] the page on his [illegible], which [illegible]
Jack Cole.

8:30 to 9 p.m. EST -- The Clair [illegible] show.
an hour-long TV trialog hit that [illegible] a reference --
a [illegible] his [illegible] experiences on TV [illegible].

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE CHEVY SHOW' ON NBC-TV SUNDAY, NOV. 10

TIME:	NBC-TV, Sunday, Nov. 10, 9-10 p.m., EST, in color and black and white.
HOST:	Tony Martin
GUEST STARS:	Nat King Cole, Vera Ellen and Red Buttons.
SPECIAL GUEST STAR:	Joan Davis
CAST:	Ted Reid
PRODUCER:	Leo Morgan
DIRECTOR:	Frank Bunetta
ASSOCIATE DIRECTOR:	Gene Law
WRITERS:	Phil Rapp and Jack Brooks.
CHOREOGRAPHER:	Gene Loring
MUSIC DIRECTOR:	Paul Weston
ART DIRECTOR:	Raphael Bretton
COSTUMES:	Gui (cq) Verhille
SPONSOR AND AGENCY:	Chevrolet Motor Division of General Motors Corp. (Campbell-Ewald Co.).
ORIGINATION:	NBC-TV's Color City Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Al Cammann (New York), Joe Bleeden, (Hollywood).

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NBC-New York, 11/1/57

NBC-TV NEWS

PERSON WHO NAMES 'MYSTERY BRIDE AND GROOM' AND HAS HIS NAME PICKED OUT OF HAT WILL WIN TRIP (FOR TWO) 'ROUND WORLD AND A HOUSE, TOO

NBC-TV's BRIDE AND GROOM program will launch a contest Monday, Nov. 4, termed by producer Roger Gimbel "The biggest contest in daytime television."

The competition will be titled "The Mystery Bride and Groom." Viewers at home will be asked to identify an old photo of a famous couple.

"It's a 'winner take all' contest, "Gimbel says. "We'll show the photo and an accompanying jingle as a hint for seven days. Then we will pick a postcard out of a container and that person will be the winner."

The prizes, valued at $18,000 are a free trip around the world for two via SAS airlines, and an entire house "full of furniture, including a complete kitchen."

Executive producer John Reddy said, "The nice thing about the contest is that it's so easy. There's nothing to buy or anything. All a viewer has to do is send in a post card with the correct name of the couple. If his card is picked out of the hat, he wins."

Bob Paige and Byron Palmer are co-hosts on "Bride and Groom" which is telecast Monday through Friday at 2:30 p.m., EST.

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NBC-New York, 11/1/57

November 1, 1957

NBC TO SIMULCAST EISENHOWER ADDRESS ON 'SCIENCE AND SECURITY'

An address which President Eisenhower will deliver on "Science and Security" at the centennial celebration of Oklahoma City, Okla., Wednesday, Nov. 13 will be simulcast live by NBC Television and Radio networks (including WRCA and WRCA-TV) from 10:30 to 11 p.m., EST. The program will originate in Municipal Auditorium there.

NBC TRADE NEWS

MICHIGAN MAN'S "PRICE IS RIGHT" (OUT OF 1,500,000 FOR FRIDAY ENTRANTS)
AND HE WINS $3,213.95 "THEATRE SHOWCASE" PRIZES

What David C. Barko of Highland Park, Mich., is going to do with a mink coat, a lady's watch, gloves, handbag and perfume, is anybody's guess; but that's just what the gentleman won today on NBC-TV's THE PRICE IS RIGHT.

The gifts made up this week's "Theatre Showcase" on the popular daytime shopper's guessing game. Barko estimated the showcase to the penny at $3,213.95, the only correct guess out of over 1,500,000 cards received.

"The Price is Right" starring Bill Cullen is telecast in black and white Monday through Friday at 11 a.m., EST and is colorcast on Monday nights at 7:30 p.m., EST.

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NBC-New York, 11/1/57

NBC COLOR TELEVISION NEWS

November 1, 1957

NOTABLE GROUP OF SHOWBUSINESS EXPERTS AT WORK ON 'GENERAL MOTORS 50TH ANNIVERSARY SHOW'

A notable group of "behind-the-camera" showbusiness experts is at work on the GENERAL MOTORS 50TH ANNIVERSARY SHOW colorcast (NBC-TV Sunday, Nov. 17, 9-11 p.m., EST), which will present an outstanding roster of performers in a two-hour production.

Leading the list of experts are Helen Deutsch, who heads the writing staff, and producer Jess Oppenheimer. Miss Deutsch is the gifted motion picture writer whose notable film credits include "Lili" (for which she also wrote the theme song lyrics), "I'll Cry Tomorrow," "The Glass Slipper" (for which she also wrote the ballet librettos and theme song lyrics), "King Solomon's Mines," "Kim," "The Seventh Cross" and "National Velvet." Her initial TV venture (November, 1956), NBC-TV's "Jack and the Beanstalk," was one of the top-rated special network shows of all time.

Oppenheimer, a top television program creator, has been in broadcasting for 20 years. He developed and produced "I Love Lucy," on which he also was head writer; has worked creatively with virtually all the major comedy and drama personalities of the past 15 years, including Fred Astaire, Jack Benny, Edgar Bergen (and Charlie McCarthy) and Rudy Vallee; and has served as a major program department executive with NBC in Hollywood since the Spring of 1956.

(more)

Other members of the group of experts (and some of their credits) include: assistant producer Julian Bercovici -- "Jerry Lewis Show," "High Button Shoes," "Sid Caesar Show," "1957 Academy Awards Show," 1957 Emmy Awards Show, "The Price Is Right" and Sunday Spectaculars; co-ordinator William Hammerstein -- currently an NBC program executive and formerly managing director of the New York City Light Opera Co., production manager and casting director for Leland Hayward, and assistant director for Joshua Logan; director Charles Dubin -- "Texaco Command Appearance," tribute to Ed Wynn; the "Leonard Bernstein Show," "Androcles and the Lion," "The Ballad of Baby Doe," "Siobhan McKenna Show," "Festival of Magic" and "Twenty-One"; Music director Bernie Green -- composed and directed music for "U.S. Steel Hour, " "Caesar's Hour," "Mr. Peepers," "Celanese Theatre" and "Pulitzer Prize Playhouse"; choreographer John Butler -- (TV) "Steve Allen Show," "Ruggles of Red Gap," "Leonard Bernstein Show," "Ballad of Baby Doe," NBC Television Opera Theatre and (Theatre) New York City Center Opera Co., "Icecapades," "Words and Music" and Roxy Stage Shows; choral director Ray Carter -- "Arthur Murray Dance Party," "Caesar's Hour" and staff conductor for NBC Radio; scenic designer Otis Riggs -- ("Producers' Showcase") "Our Town," "Cinderella," "Peter Pan" and (Hallmark Hall of Fame) Maurice Evans' "Macbeth," "The Little Foxes" and (NBC Opera Company) Prokofiev's "War and Peace."

The performers who will be starred on the "General Motors 50th Anniversary Show" are: Kirk Douglas, who will be the narrator;

(more)

3 - 'General Motors 50th Anniversary Show'

June Allyson, Don Ameche, Pat Boone, Ernest Borgnine, Eddie Bracken, Carol Burnett, Claudette Colbert, Hans Conried, Dan Dailey, Helen Hayes, Howard Keel, Steve Lawrence, Peg Lynch, Dean Martin, Doretta Morrow, Cyril Ritchard, Chita Rivera and Dinah Shore.

The special two-hour colorcast will inaugurate General Motors' Golden Anniversary Year. The program will originate in NBC-TV's Brooklyn (N.Y.) Studios.

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NBC-New York, 11/1/57

JACK TRACY
ROOM 320

2 COPIES X-H

November 4, 1957

NBC WILL LAUNCH ERA OF MAGNETIC TAPE TELEVISION--BOTH IN COLOR AND BLACK AND WHITE--WITH START OF DAYLIGHT SAVING TIME NEXT APRIL, ROBERT W. SARNOFF ANNOUNCES

- - -

New Tape Centrals, to Be Built in Burbank and New York, Will Include Six RCA Color Tape Recorders

BURBANK, CALIF., Nov. 4 -- The National Broadcasting Company will launch the era of magnetic tape television -- both in color and black and white -- beginning with the start of Daylight Saving Time next April, Robert W. Sarnoff, President of NBC, announced today.

The NBC President said the network expects delivery of six new RCA color tape recorders by that time. These, plus Ampex machines NBC-TV possesses or has on order, will permit the network to eliminate the use of current kinescope and lenticular film processes.

Mr. Sarnoff announced that transmission of magnetic tape telecasts will be accomplished through the construction at NBC's Color City in Burbank, Calif., of a new $1,500,000 Tape Central, consisting initially of 11 tape recorders and associated equipment, and a similar Eastern Tape Central to be built at Radio City in New York.

"From these two central points," he said, "we will meet the perennial Daylight Saving problem by transmitting tape broadcasts to Standard Time stations throughout the country; and we will meet the

(more)

West Coast problem by a tape repeat of the whole schedule throughout the year."

NBC-TV's introduction of magnetic tape will mark the beginning of "month-in, month-out program schedule regularity" in communities across the country, the NBC President said. It also will mean the end of local scheduling problems and confusion caused by time zone differentials.

Mr. Sarnoff made the announcements at a press briefing and demonstration of magnetic tape at NBC's Color City studios in Burbank, attended by more than 100 television editors.

In outlining what the introduction of magnetic tape will mean to viewers across the country, Mr. Sarnoff said:

"First, it will mean month-in, month-out program schedule regularity. A program that premieres at 8 p.m. in your town will stay at 8 p.m. throughout the year. It will eliminate the uncertainty and the confusion of scheduling shifts caused by the start or the end of Daylight Time, and by the fact that the sun rises and sets on the West Coast three hours after it does in the East."

As an example of the awkward and unwieldy program shifts caused in the past by Daylight Time problems, Mr. Sarnoff noted that last Summer "Father Knows Best," an all-family show, was dropped back two hours in many Mid-Western cities -- from 7:30 p.m. to 9:30 p.m.

"We collected a substantial number of bruises from parents whose children demanded a Daylight Saving schedule of their own for sleeping," he said.

The NBC President said magnetic tape will offer a "far superior picture" to that presently provided by kinescope and lenticular film processes.

(more)

3 - Magnetic Tape Television

Looking to the future, Mr. Sarnoff said that video tape will open up a "new world for everyone concerned with network broadcasting."

He said it will enable producers to integrate tape recorded segments into live programs, research departments will be able to study the audience flow of entire schedules on an orderly basis, and the network will be able to keep peace with clients "who often find their shows popping up all over station program logs during time shifts."

After Mr. Sarnoff's talk, NBC demonstrated RCA's new color tape prototype model to the press. Excerpts from some of the network's major shows of recent days were recorded by RCA in Camden, N.J., and fed from Camden to color receivers at Burbank. These excerpts included portions of programs that originated in Burbank and thus travelled 6,000 miles -- from Burbank to Camden and back again.

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NBC-New York, 11/4/57

Remarks by Robert W. Sarnoff
Color City, Burbank, California

November 4, 1957

I believe this is the first press tour NBC has ever undertaken on a national scale, and I am not sure we started off in the right direction. Our traffic flow has been from the East to the West and that's a rather dangerous direction to follow these days. It might give rise to further talk that New York is being abandoned as a television center and that even the TV critics are being moved to California.

Actually this tour is part of a two-pronged operation. Next season, at about the same time of year, we're hoping to conduct a press junket from West to East. I understand that some of the California, Washington and Oregon TV editors feel they've been historically discriminated against because they always meet their Eastern colleagues in the Brown Derby instead of the "21" Club. Apart from that, we secretly feel if we have a West to East junket we can inspire a flood of speculation that the industry is shifting from Hollywood back to New York.

There are three things we hope to do in this press tour. First, we hope to get you better acquainted with many of the NBC stars

(more)

and their programs, and that's being done the pleasant way -- through parties at their homes or other appropriate gathering places. Second, we hope to give you an idea of what our television network is, how it operates and what plans it has for the future. That was done in part this morning by Alan Livingston, Bob Kintner, Don Durgin and the Cellomatic Company. If you came out of it with a little better understanding of NBC television today, then our second hope is being fulfilled.

Our third hope is to give you some worthwhile news about NBC's plans for the future. This is where I now fit in. I have a development of a significant technical nature that I thought might interest you.

Beginning next April, coincident with the start of Daylight Saving Time, NBC will signal the end of the kinescope and lenticular film era and will launch the era of the magnetic tape, in both color and black-and-white. Our Color City in Burbank, where we are now gathered, will house a new $1,500,000 Tape Central. It will consist initially of eleven tape recorders and associated equipment. Similarly, we plan to construct an Eastern Tape Central at NBC headquarters in Radio City, New York.

From these two central points, we will meet the perennial Daylight Saving problem by transmitting tape broadcasts to Standard Time stations throughout the country; and we will meet the West Coast problem by a tape repeat of the whole schedule throughout the year.

As television editors, you're familiar with video tape and what it does. I won't detour into any technical explanations because the important point of this announcement, I think, is what video tape

(more)

will mean beginning next April for the television viewers of your community and, indeed, of all the country. First it will mean month-in, month-out program schedule regularity. A program that premieres at 8:00 PM in your town will stay at 8:00 PM throughout the year. It will eliminate the uncertainty and the confusion of scheduling shifts caused by the start or the end of Daylight Time, and by the fact that the sun rises and sets on the West Coast three hours after it does in the East.

From the network viewpoint, it should make us appear less like playful school children in the way we juggle our schedule -- as, for example, with Jack Paar's "Tonight" show. During the last Daylight period in some sections of the Midwest, because of a complex of station scheduling problems, the 12:30 to 1:00 AM show segment was seen live and then was followed by a kinescope of the earlier Midnight to 12:30 period. Beginning next April, Mr. Paar's jokes will flow in sequence on an annual basis.

Another example is an all-family show like "Father Knows Best." Last summer, in many Mid-Western cities, it was dropped back two hours from 7:30 PM to 9:30 PM. We collected a substantial number of bruises from parents whose children demanded a Daylight Saving schedule of their own for sleeping.

Qualitatively, the television audience will get a far superior picture on magnetic tape. You're all familiar with the loss of clarity and resolution that the kinescope process sometimes involves. I think, with the use of tape, the question of whether a show is live or delayed will become academic.

Last month in New York, RCA demonstrated publicly for the first time a practical method of tape recording color as well as

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black-and-white programs. This was accomplished through an engineering prototype of a color recorder which RCA plans to place on the commercial market by the end of next year.

Meanwhile, construction of additional RCA color tape prototypes is underway and we expect to have delivery of six in time for the April starting date. These six color recorders, plus the Ampex machines we now possess or have on order, will give us a sufficient number to tape our entire daily schedule as required, morning and afternoon as well as night, color as well as black-and-white.

As the Western editors are acutely aware, we now carry the color schedule here, in the Southwest and in certain other sections, on a delayed basis through use of lenticular film. While the quality of lenticular has improved greatly in recent months, it remains basically a kinescope-type process, subject to many of the same problems that plague black-and-white kinescopes. We have always looked to color tape as the ultimate solution for color rebroadcasts.

In a few minutes, we hope to demonstrate to you the new RCA color tape prototype model. Excerpts from some of NBC's major shows of the last few days have been recorded by RCA in Camden, New Jersey. They include shows originating on the West Coast and they will be fed from Camden into color receivers here. Thus some of the excerpts will have travelled 6,000 miles when you see them on the receiver. This makes our test conditions just about as difficult as they could be -- but we still feel you will see enough to sense the dramatic advance that color tape offers in picture definition and color fidelity. Incidentally, we will also pick up the color tape picture on black-and-white receivers so that you can judge that quality as well.

(more)

I have great hopes, and I think RCA shares them, that color tape will provide a powerful stimulus to the advancement of the color art -- particularly here in the West.

Video tape, in many ways, will open up a new world for everyone concerned with network broadcasting. It will enable us, for example, to integrate, when appropriate, tape recorded segments into live programs. It will enable us to record a live color show like "Matinee Theater" and schedule it on the West Coast at the time it should be scheduled, which is mid-afternoon. It will enable our research department to study the audience flow of our entire schedule on an orderly basis. It should help us keep peace with our sponsors who often find their shows popping up all over station program logs during the time shifts. It might even, I hope, help with some of you television editors who have been known to comment eloquently on the crazy-quilt scheduling that starts each April.

To convert to the new Daylight Saving Time operation based on tape, we will have to lease an additional 2,000 miles of line from the telephone company for six months, beginning next April. The cost of these circuits, plus additional operating costs, will be about $750,000. We think the money will be well spent if the tape recorders give the national audience all the benefits we anticipate.

Before turning the meeting back to John West, I want to inject a personal note. I had the opportunity on the plane coming out and at the parties we've already attended to meet and chat with many of you personally. I hope I will have the opportunity to see you all under the same circumstances before we depart.

(more)

I also hope that you will get to know, on a personal basis, many of our principal executives who are here. In my judgment, Bob Kintner and his associates have done a remarkable job of reshaping this season's NBC program structure. Their combined experience and ability in the entertainment, news and information areas of programming gives me cause for great confidence in NBC's future -- on both East and West Coasts.

Thank you for being with us.

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NBC-New York, 11/4/57

UB-609

NBC OWNED STATIONS DIVISION

News

November 4, 1957

H. W. (HANK) SHEPARD APPOINTED GENERAL MANAGER OF NBC'S OWNED RADIO STATIONS WJAS AND WJAS-FM, PITTSBURGH

H. W. (Hank) Shepard has been appointed General Manager of radio stations WJAS and WJAS-FM, Pittsburgh, it was announed today by Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales.

The stations were purchased by NBC from the Pittsburgh Radio Supply House, Inc. on Nov. 1.

Mr. Shepard has been Director of Special Projects of the NBC Owned Stations Division since June, 1956. He joined NBC in 1950 as supervisor of network radio sales presentations. Two years later he became Manager of New Business and Promotion for NBC Spot Sales, a post he held until 1955, when he was named Director of Radio Sales for NBC Spot Sales.

Prior to joining NBC, Mr. Shepard was active in both the agency and client sides of advertising, promotion and selling. He was associated with Jeris Hair Tonic and the Concord Hotel and had previously been co-owner of his own advertising agency, Knapp-Shepard,

(more)

Inc. He began his advertising career with the Blow Company as a sales and media analyst in 1941 and was an account executive when he left the agency in 1949.

A graduate of New York University (B.S., 1941), Mr. Shepard served in the U.S. Army as an Infantry captain during World War II. He is married and has three children.

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NBC-New York, 11/4/57

NBC RADIO NETWORK NEWS

WILMA SOSS' "POCKETBOOK NEWS" TO BE MONDAY

FEATURE ON NBC RADIO'S "NIGHTLINE"

Today's constantly fluctuating economy -- and how it affects you and your pocketbook -- will be the subject of Wilma Soss' "Pocketbook News" starting on NBC Radio's NIGHTLINE, Monday, Nov. 11 (9:30 p.m., EST).

Mrs. Soss' programs, previously presented on NBC Radio's 'Monitor,' will continue as a Monday feature on the Monday-through-Thursday 'Nightline' broadcasts.

The noted woman economist will present a penetrating analysis of the news stories of the week with an evaluation of how they affect the pocketbook of the average American family. She will also give behind-the-scenes reports on the financial aspects of the news from America's big organizations and companies which will be of special interest to investors, big and small.

Mrs. Soss, who has been termed the "most talked about woman in Wall Street," is the founder and president of the Federation of Women Shareholders in American Business, Inc. Fortune Magazine described her as the prototype for the heroine in "The Solid Gold Cadillac." Her business concepts have been credited with leading to some improvements in management, labor and share-owner relationships and in the recognition of women as major shareholders.

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NBC-New York, 11/4/57

'HOWDY DOODY' SEEKS EIGHT MEMBERS OF ORIGINAL 'PEANUT GALLERY' FOR TENTH ANNIVERSARY TELECAST SATURDAY, DEC. 28

HOWDY DOODY is looking for some old friends!

In connection with his 10th birthday telecast, on Saturday, Dec. 28 (NBC-TV, 10 a.m., EST). Howdy is looking for the eight children who made up the original "Peanut Gallery" on the series' first show, Dec. 27, 1947.

Howdy has issued a "Wanted" poster which reads:

> One hundred dollars reward for information leading to the location and identification of the 8 children who were on the original Howdy Doody show, Dec. 27, 1947. In case of tie or duplicate information, I will be the sole judge to determine the sharing of this reward.
>
> Signed,
>
> Howdy Doody
> NBC, New York

When and if the eight children -- now young adults -- are located, they will be brought to New York to participate in the gala "Birthday Show," planned for Dec. 28.

NBC COLOR TELEVISION NEWS

November 4, 1957

NEEDY CHILDREN TO BENEFIT BY GEORGE GOBEL VISIT TO CINCINNATI--
HOME CITY OF CONTEST WINNER WHO 'WON' THE NBC STAR FOR A DAY

A fund for Christmas toys for underprivileged children will reap the benefit of George Gobel's appearance in Cincinnati, Ohio, on Thursday, Nov. 21 to fulfill the "Gobel Contest" terms.

George, who was "won for a day" by Mrs. Fred J. Schneider for her hometown, will give a benefit performance for the Fireman-Post "Mile of Dimes Fund" which raises money to give a happy Christmas to underprivileged children in Cincinnati.

The show, which will be held at the Emery Auditorium, on the night of Nov. 21, will be open to anyone making a donation of one dollar or more to the Christmas fund. Nothing will be deducted; all money collected will go directly to the fund.

Also participating in the variety show will be young Canadian singer Shirley Harmer, a regular performer on THE GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER (NBC-TV, alternate Tuesdays, 8 p.m., EST, in color and black and white), the Five Pennies -- a country music group and the WLW Studio Orchestra.

(more)

On the morning of Nov. 21, Gobel will perform another of the tasks promised to the winner of the contest. He will personally deliver two prizes: an RCA Victor color television set and an RCA Whirlpool freezer.

On Nov. 22, Gobel will journey to St. Joseph, Mich., where the Whirlpool Corporation factory is located. Work will be stopped in the plant for one hour while Gobel presents a special show for the employees. The plant's public-address system will carry the show to all those unable to fit into the assembly hall.

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NBC-New York, 11/4/57

LAUNCHING OF SPUTNIK II MARKED BY MANY SPECIAL NBC NEWS SHOWS ON RADIO AND TELEVISION

NBC News went on the air with more than a dozen special programs yesterday covering the Sputnik II story.

Radio specials began with the first NBC Radio "Hotline" report offered to the network at 1:30 a.m. and continued via "Monitor" throughout the day.

NBC-TV carried non-scheduled programs on the Russian satellite at 1 p.m., 2 p.m. and 11:15 p.m., EST.

The beeper-sound from the satellite bearing the live dog was put on the radio network at 6:15 a.m., EST, through the facilities of RCA Communications, Riverhead, L.I.

NBC-TV's "Outlook" show presented a filmed interview with Trevor Gardner, former Air Force missiles chief, and Mr. Gardner's live comments on later Sputnik II developments.

Highlights of the day's coverage by NBC News included:

An assertion by Capt. Norman Lee Barr, chief of the military specialties branch of the Navy's Bureau of Medicine and Surgery, that this country is ready medically to put a man into space. (Interviewed by NBC's Peter Hackes in the 2-2:30 p.m., TV special.)

Rocket expert Willy Ley's prediction that the dog would die a painless death. (Mr. Ley interviewed by Hackes, at 3 p.m. on radio.)

(more)

American IGY head Joseph Kaplan's statement that the Russians are obtaining essential data on space conditions from the dog. (Mr. Kaplan was interviewed by Frank McGee at 11:35 a.m. on a "Monitor" news special.)

NBC News correspondents were also heard from many parts of the world on reaction to the Russian launching. NBC's Irving Levine -- normally based in Moscow but just arrived in London for a meeting -- predicted in one report that the Russians will try to hit the moon as their next surprise.

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NBC-New York, 11/4/57

JACK TRACY
ROOM 320

2 COPIES X-H

November 6, 1957

JESS OPPENHEIMER APPOINTED TO HEAD NEWLY ESTABLISHED
NBC TELEVISION CREATIVE PROGRAMMING UNIT

LOS ANGELES, CALIF., Nov. 6 -- Jess Oppenheimer, television producer, director and writer, who created "I Love Lucy," has been appointed head of a newly established creative programming unit within the NBC Television Network.

Robert W. Sarnoff, President of NBC, announced Mr. Oppenheimer's appointment at a press conference here today before a group of the nation's television editors and critics who are visiting the NBC Pacific Division.

The newly created unit will function as a producing group within the television network. It will devote itself to the development of new properties, talent, and program concepts and formats for the future. The regular program operations of the television network on both East and West coasts will continue to function as at present.

(more)

NBC recently created a Special Projects unit, under Henry Salomon, to develop program concepts in the public events area. The unit under Mr. Oppenheimer will serve a similar function in the entertainment area.

Mr. Oppenheimer will report to Manie Sacks, NBC Vice President for Television Network Programs and Talent. He will maintain his headquarters here and will have a full-time creative unit representative at NBC in New York.

Mr. Oppenheimer is currently engaged in production of the two-hour "General Motors 50th Anniversary Show." He will take up his new duties soon after this program has been colorcast on Sunday night, Nov. 17.

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NBC-New York, 11/6/57

PUB-609

NBC OWNED STATIONS DIVISION

News

November 6, 1957

VITAL PROBLEMS IN AMERICAN EDUCATION BROUGHT BEFORE PUBLIC
IN NBC OWNED STATIONS' "KNOW YOUR SCHOOLS" PROJECT

Vital problems in American education, ranging from the need for increased enrollment of science students to the lack of an adequate number of schools, have been brought to the attention of the American public by the NBC Owned Stations' "Know Your Schools" project since the public service effort was launched Oct. 12.

"Education Day" at a huge civic festival and the operation of a radio station by students are among the varied features of the project, which is sponsored by NBC's 13 radio and television stations with the cooperation of the U.S. Department of Health, Education and Welfare and the U.S. Office of Education.

Following are highlights of reports from the stations which have been received by Thomas B. McFadden, Vice President of NBC Owned Stations:

On WRCA-TV, New York, "We Deal In Futures" has presented interviews with Clifton Fadiman, Sam Levenson and Benjamin Fine, education editor of the New York Times. The final program will deal with the All-Day Neighborhood School project and Charles Van Doren

(more)

will discuss various educational problems with Roy Larsen of Time and Life Magazines. "The Open Mind" telecast a program with Norman Cousins, editor of the Saturday Review, and William Benton, publisher of the Encyclopedia Brittanica; and "Sunday's Schedule" has presented Fred Hechinger, prominent education writer. WRCA's (Radio) "Pulse" has conducted surveys on school problems several times weekly and "The Ken Banghart Show" has presented students who report on school projects. "This Is Your Business" scheduled dramatizations and panel discussions on such subjects as integration, teachers' problems and school facilities and "Tex and Jinx" interviewed several educational authorities.

One day of the public service festival sponsored Oct. 17-21 by WNBC (TV) and WKNB (Radio), Hartford-New Britain, Conn., was designated "Education Day" and thousands flocked to see the many booths containing educational exhibits. Two outstanding educators -- Dr. Irving S. Starr and Prof. Albert E. Burke -- have been conducting programs on WNBC. Prof. Burke's program, "This Is Your World" originated from the public service festival on Oct. 21 and discussed the scientific education of American and Russian students. "Open Mike" on WKNB has devoted its weekly program to discussions of local educational issues.

WRCV (Radio) and WRCV-TV, Philadelphia, sponsored a successful "Salute to Teacher" day after 400 sixth-graders nominated their favorite teachers to appear on television. The Navy satellite was described by Dr. I.M. Leavitt, director of the Fels Planetarium of Franklin Institute, on "Dimension." "Progress" explained a teacher's working day by a series of dramatic vignettes and "Face the Women,"

(more)

which is produced in cooperation with the Philadelphia Federation of Women's Clubs and Allied Organizations, presented Milton Pearce, Associate Superintendent of Philadelphia Public Schools. On WRCV, "Junior Town Meeting" has featured Dr. Willard Zahn, Dean of Temple University Teachers College and Andrew Cordier of the United Nations. Outstanding young musicians were heard on "Stars of Tomorrow," presented in cooperation with the Division of Music of Philadelphia's Board of Education. More than 600 persons attended an "open house" at Holy Family College after announcements by the stations had publicized the event.

In Washington, WRC (Radio) presented "Deadline 1970" on the "Patty Cavin" program, which surveyed education's problems from the present to the peak student year of 1970. Subjects have included: the financing of education, modern design in the classroom, liberal arts vs. technical training, and presentations by the University of Maryland, Georgetown University, and Catholic University. WRC-TV has presented a series of programs dealing with the six institutions of higher learning in the Washington area, and "Teen Talk" has devoted programs to the problems which high school students face when they enter college.

Stations WNBQ (TV) and WMAQ (Radio), Chicago, have presented a large number of well-known educators on their programs, including: Dr. Benjamin C. Willis, General Superintendent of Chicago Public Schools; Dr. Robert Havighurst of the University of Chicago; Paul H. Lahann, Director of the Bureau of Teacher Personnel and George Jennings, Radio-TV Director of Chicago Public Schools; Dr. Ruby H. Franklin of Roosevelt University; and Dr. Victor Rick of the

(more)

University of Illinois. The programs, including "Live and Learn," "The Critical Challenge of Education in Greater Chicago," "Active Education" and WMAQ's "Viewpoint" and "School Bulletins," feature such subjects as the developing adolescent, teaching as a career, and the costs of education. Governor William G. Stratton is scheduled to appear on a future program with leading educators as guests.

In Los Angeles, where the "Know Your Schools" project is being sponsored by KRCA, all schools in the area have posted placards describing the telecasts on their bulletin boards. The Los Angeles Board of Education has expressed satisfaction with the progress of the project. The station is scheduling two new series, "Pathways to Knowledge" and "Our Greatest Resource," which have used the resources of local educational institutions to provide material. Current programs, including "Get the Facts" and "This Growing World," also include educational features.

Station KNBC (Radio), San Francisco, has arranged for 28 junior and senior high school students to operate the station on Nov. 8, filling on-the-air posts as well as management jobs. The station will present its next NBC Public Service Award to an outstanding teacher in Northern California; the teacher to be selected will be chosen by a committee of civic and professional leaders. Two special broadcasts are scheduled for the week of Nov. 10-16: one by students of the annual radio-TV institute conducted by KNBC and Stanford University and another as part of a weekly series, "Know Your Community."

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NBC-New York, 11/6/57

NBC TRADE NEWS

"MONITOR" TO BROADCAST COUNTRY MUSIC DISC JOCKEY FESTIVAL SALUTING "GRAND OLE OPRY'S 32ND ANNIVERSARY

The festivities at the hoe-downin' and uproarin' of 2,000 DJs attending the Sixth Annual Country Music Disc Jockey Festival will be broadcast by NBC Radio's MONITOR from Nashville, Tenn., Friday, Nov. 15 (9:30 to 9:55 p.m., EST).

The three-day Festival, honoring the 32nd anniversary of "Grand Ole Opry" (heard on NBC Radio Saturdays, 9:30 p.m., EST), attracts DJs, music publishers, country music artists, record company representatives and song writers from all over the United States.

Comedienne Minnie Pearl and the singing Everly Brothers, Ferlin Husky, Faron Young and Chet Atkins will perform during the "Monitor" broadcast.

("Monitor" is broadcast Friday evenings over NBC Radio, 8:30 to 9 p.m. and 9:05 to 9:55 p.m., EST.)

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NBC-New York, 11/6/57

HANS CHRISTIAN ANDERSEN'S "THE NIGHTINGALE" WILL BE FIRST FILMED FEATURE IN NEW NBC-TV SERIES OF "SHIRLEY TEMPLE'S STORY BOOK" THOMAS MITCHELL TO STAR IN ROLE OF THE EMPEROR

"The Nightingale," by Hans Christian Andersen, starring Thomas Mitchell in the role of the Emperor, will be the first filmed presentation on NBC-TV's upcoming series SHIRLEY TEMPLE'S STORY BOOK. The premiere live program, "Beauty and the Beast," will be telecast on Sunday, Jan. 12, 8 to 9 p.m., EST, in color and black and white).

Filming of "The Nightingale," which is being done by the Henry Jaffe Enterprises in association with Screen Gems, Inc., will start in Hollywood on Nov. 11. The date of presentation for "The Nightingale" will be announced later.

Screenplay for "The Nightingale" will be written by Alvin Sapinsley. The series is produced by Alvin Cooperman and "The Nightingale" will have Norman Lessing as associate producer and story editor. Robert Sinclair will direct the film. Original music has been written by Mack David and Jerry Livingston.

Mitchell Leisen is executive consultant for the series.

Shirley Temple will serve as hostess and narrator for the entire series -- both the live and the filmed shows -- and will play a leading role in several of the productions, including the premiere colorcast presentation, "Beauty and the Beast." All but the opening program will be in black and white only.

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NBC-New York, 11/6/57

NBC TRADE NEWS

TV AND RADIO TIMES LISTED FOR TWO ADDRESSES BY EISENHOWER

President Eisenhower will speak to the nation on "Science and Security" tomorrow, Thursday, Nov. 7, in an address which NBC Radio will carry live from the White House 8 to 8:30 p.m., EST, and which NBC-TV will carry by kinescope recording from 11:15 to 11:45 p.m., EST.

This was the subject originally announced for President Eisenhower's address at Oklahoma City, Nov. 13. He will speak at Oklahoma City on another theme. NBC-TV and Radio will cover this address at the time previously announced (simulcast, 10:30-11 p.m., EST).

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NBC-New York, 11/6/57

NBC
MATINEE
THEATER

November 6, 1957

TWO UNUSUAL PREVIEWS FOR 'NBC MATINEE THEATER'

"Aesop and Rhodope" starring Sarah Churchill, Conrad Nagel and Lamont Johnson, will have two unusual previews. In the style of a Broadway "out-of-town-opening" for the play -- which will be colorcast Monday, Nov. 11 (NBC-TV, 3 p.m., EST) -- will be a full scale rehearsal Friday (Nov. 8) for 83 of the nation's top TV editors and columnists, now in Hollywood on an NBC press tour. And on Sunday (Nov. 10) a second preview will take place when portions of the final rehearsal are shown on "Wide, Wide World," which will be taking a glimpse at the Hollywood scene in telling the story of TV industry.

CREDITS FOR 'THE FABULOUS INFANT' ON 'WIDE WIDE WORLD'

TIME:	NBC-TV, Sunday, Nov. 10, 4-5:30 p.m., EST.
SPONSOR: (For entire series)	General Motors
AGENCY:	MacManus, John & Adams, Inc.
EXECUTIVE PRODUCER:	Barry Wood
PRODUCER:	Herbert Sussan
HOST:	Dave Garroway
DIRECTOR:	Van Fox
WRITER:	Lou Salaman
MUSIC COMPOSER AND CONDUCTOR:	David Broekman
EXECUTIVE STAFF:	Arch Robb, Ed Fought, Ed Wilbur
TECHNICAL SUPERVISOR:	Cliff Paul
FORMAT:	The story of network television in its tenth year, featuring Milton Berle, Ernie Kovacs and Jack Webb, with historic program excerpts from some 35 top shows of all three networks. The program also will visit six TV stations across the country, will look behind the scenes to see how programs are produced, and will present programming from around the world as a preview of the international television of the future.

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NBC-New York, 11/6/57

NBC-TV PROGRAM

CREDITS FOR 'HOLIDAY IN LAS VEGAS' ON NBC-TV

DATE AND TIME:	Saturday, Nov. 16, 1957, 8-9 p.m., EST.
FORMAT:	A musical variety program featuring the kind of stars and kind of entertainment that have made Las Vegas famous.
STARS:	Ann Sothern, mistress of ceremonies, Vic Damone, Will Mastin Trio with Sammy Davis Jr., and Tony Randall.
SPECIAL GUEST STAR:	Jayne Mansfield
PRODUCER:	Jack Rayel
DIRECTOR:	Kirk Browning
WRITERS:	Mel Tolkin, Neil Simon and Lucille Kallen.
ADDITIONAL SPECIAL MATERIAL BY:	Earl K. Brent
MUSICAL DIRECTOR:	David Rose
CHOREOGRAPHER:	Miriam Nelson
SAMMY DAVIS JR. MUSICAL NUMBER STAGED BY:	Hal Loman
ART DIRECTOR:	Spencer Davies
COSTUMES DESIGNED BY:	Campbel

(more)

2 - Credits -- 'Holiday in Las Vegas'

ASSOCIATE DIRECTOR:	Roy Montgomery
LIGHTING:	Del Jack and Bud Wilkins.
SPONSOR:	Exquisite Form Brassiere, Inc.
AGENCY:	Grey Advertising Agency, Inc.
PRODUCTION:	Henry Jaffe Enterprises, in association with NBC.
ORIGINATION:	Las Vegas, Nev.
SUPERVISOR FOR NBC:	Hal Kemp
NBC PRESS CONTACT:	Dilys Jones (Hollywood).

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NBC-New York, 11/6/57

JACK TRACY
ROOM 320

2 COPIES X-H

News

NBC SPOT SALES

November 7, 1957

RADIO STATIONS WJAS AND WJAS-FM NAME NBC SPOT SALES
AS NATIONAL SALES REPRESENTATIVES

Radio Stations WJAS and WJAS-FM, Pittsburgh, have appointed NBC Spot Sales as their national sales representatives, it was announced jointly today by H.W. (Hank) Shepard, General Manager of the stations, and Jack Reber, Director of NBC Spot Sales.

The stations serve the nation's eighth largest market area. The population of Pittsburgh's metropolitan area is 2,355,600, with a net effective buying income of $4,269,759,000. Total retail sales last year were $2,617,236,000, with food sales of $697,365,000 and drug sales of $84,408,000.

The National Broadcasting Company acquired ownership of the stations on Nov. 1.

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NBC TRADE NEWS

November 7, 1957

WILLIAM E. ANDERSON APPOINTED TO NEW POST OF COORDINATOR, PROGRAM SERVICES, PARTICIPATING PROGRAMS, FOR NBC-TV

William E. Anderson has been appointed to the new post of Coordinator, Program Services, Participating Programs, for NBC-TV, it was announced yesterday by Richard B. Jackson, Manager of Participating Programs for the NBC Television Network.

In his new capacity Mr. Anderson will act as liaison between Participating Programs -- "Today" and "Tonight" -- and the advertising, exploitation, press and publicity functions.

Mr. Anderson has served as Manager, Business and Trade Publicity, for the National Broadcasting Company since February, 1955. He first joined NBC as Manager of Publicity for WRCA and WRCA-TV, NBC-owned stations in New York, Mar. 1, 1954. Before coming to NBC he was press editor for WOR-TV in New York for two years. Before that he served on the editorial staff of Collier's Magazine and was a rewrite man with the Associated Press in New York and the Austin (Tex.) American Statesman.

A native of Dallas, Tex., Mr. Anderson served with the U.S. Army Infantry during World War II. He is 33, a graduate of the University of Texas and lives in New York City.

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NBC TELEVISION NEWS

November 7, 1957

"OMNIBUS" TO PRESENT LEONARD BERNSTEIN'S MUSICAL TOUR OF ISRAEL

Leonard Bernstein's musical journey to Israel, where he conducted a series of concerts dedicating the new Frederic R. Mann Concert Auditorium in Tel Aviv, will be presented on NBC-TV's OMNIBUS Sunday, Nov. 17 (4-5:30 p.m., EST).

Bernstein will be seen as a musician and a tourist -- rehearsing a concert while the auditorium was still under construction, touring a friendly Arab village, visiting the Acropolis in Athens, and giving a music lesson to a group of Greek children.

(more)

CREDITS FOR 'ON BORROWED TIME' IN THIS ISSUE

This issue of the NBC Daily News Report contains cast, credits and production data for the HALLMARK HALL OF FAME colorcast of "On Borrowed Time" Sunday, Nov. 17 (NBC-TV, 5:30-7 p.m., EST). Yellow-tinted paper is used for your convenience and ready identification.

He will be shown conducting the Israel Philharmonic Orchestra and the Israeli Orchestra. Viewers will hear excerpts from "Consecration of the House" by Beethoven, the Fifth Symphony of Sibelius, Bach's "Brandenberg Concerto No. 5," "Schelomo" by Ernst Bloch and "Israeli Festival" by the young composer, Noam Sheriff.

Bernstein, composer-conductor-pianist, who has starred in several "Omnibus" presentations, was accompanied on the trip by his wife, actress Felicia Montealegre, and by cameraman Stephen Leacock, who recorded their travels on film.

"Omnibus," which is produced by Robert Saudek Associates and sponsored by Aluminium Limited and the Union Carbide Corporation, will also present Part II of "American Trial by Jury." The feature, conducted by Joseph N. Welch, will include the dramatization of a celebrated New England murder trial.

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NBC-New York, 11/7/57

NBC-TRADE NEWS

Attention, Sports Editors

NBC-TV AND RADIO TO COVER FINAL ROUND OF FIRST WORLD'S INVITATIONAL MATCH-GAME BOWLING TOURNAMENT AS 'CAVALCADE OF SPORTS' FEATURE

The final round of the first World's Invitational Match-Game Bowling Championship Tournament will be covered by the NBC Television and Radio Networks Friday, Dec. 13 (10 to 11 p.m., EST) from the Chicago Coliseum.

The coverage will be sponsored by the Gillette Safety Razor Company as a GILLETTE CAVALCADE OF SPORTS feature. The bowling tourney will replace boxing as the "Cavalcade of Sports" presentation for that Friday night. Commentators will be Jimmy Powers on television, and Don Dunphy and Win Elliot on radio.

The nation's top keglers will be invited to compete in this "World Series of Bowling" with more than $30,000 in prizes at stake. Heading the field of 160 men and 64 women will be the 1956-57 Bowlers of the Year, Don Carter of St. Louis and Mrs. Marion Ladewig of Grand Rapids, Mich. A year ago they captured

(more)

the National Match-Game Championships, Mrs. Ladewig winning for the sixth time in eight years and Carter for the third time in five years.

Carter and Mrs. Ladewig are exempt from the qualifying rounds, which begin Dec. 4. The 15 high scorers in each division plus the two exempt stars will engage in round-robin, match-game competition Dec. 10-13. The tournament is conducted by the Bowling Proprietors Association of Greater Chicago.

NBC's one-hour television and radio coverage will pick up the action in the men's final in the middle of the first game of a three-game series. Presentation of awards will follow the match.

The telecast will be produced by Jack Dillon and directed by Paul Robinson. The radio producer will be Paul Jonas.

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NBC-New York, 11/7/57

CAST, CREDITS, WHO'S WHO AND SCENES OF "ON BORROWED TIME"
ON NBC-TV SUNDAY, NOV. 17 (5:30-7 P.M., EST)
COLORCAST ON "HALLMARK HALL OF FAME"

CAST

ED WYNN.....GRAMPS
CLAUDE RAINS.....MR. BRINK
BEULAH BONDI.....GRANNY
DENNIS KOHLER.....PUD
MARGARET HAMILTON.....DEMETRIA
MILDRED TRARES.....MARCIA
WILLIAM A. LEE.....MR. GRIMES
LARRY GATES.....MR. PILBEAM
WILLIAM LeMASSENA.....DR. EVANS
FRANK TWEDDELL.....THE SHERIFF
D. WOOD.....JIM (Pud's father)
DOROTHY EATON.....SUSAN (Pud's mother)
SCHUYLER LARSEN.....A BOY
ROBINSON STONE)
GEORGE SULLIVAN).....WORKMEN
DAVID LELAND)

* * *

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SPONSOR.....HALLMARK CARDS, INC.

ADVERTISING AGENCY.....FOOTE, CONE AND BELDING

PRODUCTION STAFF

GEORGE SCHAEFER.....PRODUCER-DIRECTOR

MILDRED FREED ALBERG.....EXECUTIVE PRODUCER

ROBERT HARTUNG.....ASSOCIATE PRODUCER

WARREN BURMEISTER.....UNIT MANAGER

SYBIL TRUBIN.....CASTING DIRECTOR

WARREN CLYMER.....SET DESIGNER

NOEL TAYLOR.....COSTUME DESIGNER

ROBERT LONG.....TECHNICAL DIRECTOR

WILLIAM KNIGHT.....LIGHTING DIRECTOR

ADRIENNE LURASCHI.....ASSOCIATE DIRECTOR

ORIGINATION.....LIVE, FROM NBC BROOKLYN, N.Y., COLOR STUDIOS

NBC PRESS REPRESENTATIVE.....PRISCILLA T. CAMPBELL, NEW YORK.

* * *

This teleplay was adapted by James Costigan from the Broadway play by Paul Osborn. It is the story of an orphaned child, Pud, who lives happily with his frail, elderly grandparents until Death, in the person of Mr. Brink, comes to claim them. Gramps tricks Mr. Brink up a tree in the hope that he can live to bring up his grandson who, otherwise, will be adopted by his hated Aunt Demetria.

(more)

SCENE RUNDOWN

ACT ONE

Scene One -- Jim and Susan in a vintage convertible.

Scene Two -- Exterior of the Northrup house and yard.

Scene Three -- The parlor of the Northrup home.

Scene Four -- Granny's bedroom.

Scene Five -- The yard outside the house.

ACT TWO

Scene One -- The yard

Scene Two -- The parlor

Scene Three -- The yard

Scene Four -- The parlor

Scene Five -- The front porch

Scene Six -- The parlor

ACT THREE

Scene One -- The yard

Scene Two -- The parlor

Scene Three -- The yard

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NBC-New York, 11/7/57

JACK TRACY
ROOM 320

2 COPIES X-H

November 8, 1957

MARK TWAIN TO MAKE TV DEBUT ON 'THE INNOCENT YEARS' DUE TO SUCCESS OF LONG SEARCH FOR RARE MOTION PICTURE FILM BY 'PROJECT 20'

Mark Twain will make his TV debut in NBC's "Project 20" production of THE INNOCENT YEARS, Thursday, Nov. 21 (10-11 p.m., EST).

After long and laborious search, the film unit's sleuths found the only surviving motion pictures ever taken of Samuel Langhorne Clemens, whom all the world knows as Mark Twain, creator of Huckleberry Finn and Tom Sawyer. They will be seen for the first time on television in "The Innocent Years."

Henry Salomon, Director of Special Projects for the NBC-TV network, produced the program, which re-creates the years 1900-1917 from authentic film of the time. The Timken Roller Bearing Company will be the sponsor.

From the program's earliest blueprint stage, the unit was eager to track down film on Twain. There was no record in any film library, private or public, of any such footage, but that didn't lessen the efforts of the "Project 20" film-hunters. It found one sequence of film, finally, at the Mark Twain Association in Hannibal, Mo., Twain's birthplace. It shows Twain with his two daughters taking tea quietly at home in Redding, Conn. It was taken early in the century by the

(more)

Thomas Edison firm, which makes it a really rare historical item. In tracking it down, the "Project 20" unit had the help of the Mark Twain Library and Memorial Commission, Hartford, Conn., and of the Hartford Courant.

In "The Innocent Years," the new-found film is part of a sequence on the Mississippi steamboats. In the narration for this, the old call "s-t-e-a-m-b-o-a-t a-comin'" (spelled so in Twain's "Life on the Mississippi") is used.

"To make sure how this call was delivered, we called Professor Norman Holmes Pearson, a Mark Twain specialist at Yale University," says Richard Hanser, co-author of the script with Henry Salomon. "He gave the proper sing-song intonation of the phrase to our narrator, Alexander Scourby, over the phone, and Scourby delivers it that way on the program."

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NBC-New York, 11/8/57

November 8, 1957

REDUCTION IN NUMBER OF 'OSCARS' WILL STREAMLINE AWARDS CEREMONY OF ACADEMY OF MOTION PICTURE ARTS AND SCIENCES TO BE PRESENTED ON NBC-TV AND RADIO PROGRAM MARCH 26

The annual awards ceremony of the Academy of Motion Picture Arts and Sciences, which will be featured in a special program over NBC-TV and Radio Wednesday, March 26, 1958 (10:30 p.m.-12:15 a.m., EST) will be streamlined by reduction of the number of awards.

Awards will be reduced as follows: Art direction, from two to one; cinematography, from two to one; costume design, from two to one; music, from three to two; short subjects, from three to two; and writing, from three to two.

Nominations for "Oscar" awards in each award category will be restricted to members of the Academy branch concerned.

COMEDIAN SAM LEVENSON AND QUIZ WINNER CHARLES VAN DOREN TO APPEAR IN WEEKLY FEATURES ON 'ARLENE FRANCIS SHOW'

A former public school teacher and a university English instructor -- comedy star Sam Levenson and quiz winner Charles Van Doren, respectively -- will make a series of appearances on NBC-TV's ARLENE FRANCIS SHOW (Monday through Friday, 10 a.m., EST). Levenson is scheduled every Friday for four weeks, beginning today on the half-hour morning variety show. Van Doren will be seen every Thursday for four weeks beginning Nov. 21.

Levenson, formerly a teacher in the New York City public schools, will present comedy material concerning his years as a teacher -- as well as reminiscences about his own and other folks' childhoods. He will participate in informal repartee with Miss Francis and with members of the studio audience.

Van Doren, an English instructor at Columbia University, reached national prominence earlier this year when he won $129,000 on NBC-TV's "Twenty-One." Later he became a roving reporter on NBC-TV's "Wide Wide World" program.

On "The Arlene Francis Show," Van Doren will take part in the discussions which Miss Francis conducts with guests and "regulars" on controversial subjects of the day. For the kickoff topic on Nov. 21 the subject will be the pros and cons of children's sex education -- whether it should be conducted in the schools or in the homes.

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NBC-New York, 11/8/57

NBC-TV NEWS

SPEAKING OF RECORDS: RONNIE DEAUVILLE (WHO MADE ALBUM BEFORE BEING STRICKEN WITH POLIO) FINDS HIMSELF A 'BEST-SELLER' AFTER RALPH EDWARDS PRESENTS HIS STORY ON 'THIS IS YOUR LIFE'

Ralph Edwards touched off an appeal on his Wednesday, Nov. 6 THIS IS YOUR LIFE (NBC-TV, 10 p.m., EST) which has resulted in an amazing demand for a record album.

The album, "Smoke Dreams," recorded by singer Ronnie Deauville in October, 1956, three days before he contracted clinical polio, had never sold briskly for Era Records because of the young singer's inability to promote his first album.

A spokesman for the record company said that following the telling of Deauville's life story on "This Is Your Life" requests from record dealers had passed the half-million mark by the morning of Thursday, Nov. 7. From that point on the company was unable to keep an accurate tally, requests were coming in so fast. They ceased production of all other albums in their plant and devoted the entire output to the Deauville pressing.

The singer, now confined to a wheelchair, has received offers to appear on NBC colorcasts of "The Jerry Lewis Show," "The Perry Como Show" and "The Steve Allen Show." Deauville lives in Lomita, Calif. with his wife and four children.

(more)

In the record industry a 100,000 sale for an album is considered a "hit." If requests continue to come in at the present rate, the sale of "Smoke Dreams," may well reach a million. The production staff of "This Is Your Life" spent most of Wednesday night calling disc jockeys in all parts of the country, urging that they promote Deauville's album. The polio victim, prior to his illness was a band vocalist with orchestras such as Glen Gray, Tommy Dorsey and Tex Beneke.

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NBC-New York, 11/8/57

MUSICIANS OF NBC OPERA COMPANY LEAP TO ALEXANDRIA (LA.) STAGE AND PLAY DIXIELAND MUSIC TO CALM ASSEMBLAGE WHEN TWISTER STRIKES

Thanks to members of the NBC Opera Company orchestra, panic in an auditorium at Alexandria, La. was averted.

While the company was performing "Madam Butterfly" there Thursday night (Nov. 7), a twister struck the town, killing three persons. There were no casualties in the auditorium, but the place was thrown into darkness and confusion.

Orchestra members -- many of them former NBC Symphony performers under Toscanini -- immediately broke into an impromptu Dixieland music concert. While the orchestra played on, order was established among the 2,000 persons in the auditorium.

Lou Ames, director of the theatrical division of the opera, described this incident in a special report to NBC News' "Service at 30" over NBC Radio today.

The remainder of the performance that night was cancelled for lack of lights, but the orchestra continued on to its next engagement without incident.

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NBC-New York, 11/8/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

Nov. 17-23 (All Times EST)

Sunday, Nov. 17

5:30-7 p.m. -- HALLMARK HALL OF FAME -- "ON BORROWED TIME," by Paul Osborn, adapted for TV by James Costigan, and starring Ed Wynn, with special guest star Claude Rains; also starring Beulah Bondi and Margaret Hamilton, with Dennis Kohler.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Steve's guests tonight are Marie McDonald, Walter Chiari, Edward Everett Horton, the King Sisters and Ferlin Husky.

9-11 p.m. -- THE GENERAL MOTORS 50TH ANNIVERSARY SHOW -- a special two-hour show which will inaugurate General Motors' Golden Anniversary Year, will present many outstanding performers in a kaleidoscope of comedy, drama and satire, interlaced with song and dance, in a theme related to the pursuit of happiness. The stars are: Kirk Douglas, who will be narrator; June Allyson Don Ameche, Pat Boone, Ernest Borgnine, Eddie Bracken, Carol Burnett, Claudette Colbert, Hans Conried, Dan Dailey, Jacques d'Amboise, Helen Hayes, Howard Keel, Steve Lawrence, Bambi Linn, Peg Lynch, Dean Martin, Doretta Morrow, Cyril Ritchard, Chita Rivera, Dinah Shore and Kent Smith.

(more)

Tuesday, Nov. 19

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Witness to Murder."

8-9 p.m. -- THE GOBEL-FISHER SHOW -- Tonight's guests are Charles Laughton, Zsa Zsa Gabor, Jeff Donnell and Johnnie Mann Singers.

Wednesday, Nov. 20

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Johnson House."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Sound of Trouble," by Jack Paritz. Starring Mildred Dunnock and Jill Corey.

Thursday, Nov. 21

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Out of My Darkness."

7:30-8 p.m. -- TIC TAC DOUGH -- Jay Jackson is emcee.

Friday, Nov. 22

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Tender Leaves."

Saturday, Nov. 23

8-9 p.m. -- THE PERRY COMO SHOW -- Perry's guests tonight are The Four Lads, Pearl Bailey, Jackie Cooper and Cleo (Betty Jane Croft as the voice of Cleo).

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NBC-New York, 11/8/57

JACK TRACY
ROOM 320

TELEVISION NEWS

2 COPIES X-H

COLOR

November 11, 1957

MAURICE EVANS TO STAR IN SHAKESPEARE'S "TWELFTH NIGHT," COLORCAST ON "HALL OF FAME" DEC. 15

Shakespeare's frolic of confused identities and star-crossed lovers, "Twelfth Night," starring Maurice Evans as Malvolio, will be colorcast on the HALLMARK HALL OF FAME Sunday, Dec. 15 (NBC-TV, 6:30-8 p.m., EST).

When Evans appeared in the same role opposite Helen Hayes as Viola, in 1940, the late critic Burns Mantle wrote that he "lifted the classic to a new level." The distinguished actor's previous appearances on "Hallmark Hall of Fame" have been in "Hamlet," "Richard II," "Macbeth," "The Devil's Disciple," "The Taming of the Shrew" and "Man and Superman," all to critical acclaim.

(more)

NOTE TO EDITORS:

This issue of the NBC Daily News Report contains cast, credits and production data for the GENERAL MOTORS 50TH ANNIVERSARY SHOW Sunday, Nov. 17 (NBC-TV colorcast, 9-11 p.m., EST). Yellow-tinted paper is used for your convenience and ready identification.

George Schaefer, producer-director of the "Hallmark Hall of Fame" series, will be on leave, directing the forthcoming Broadway musical, "The Body Beautiful." Consequently, "Twelfth Night" will be directed by David Greene, who was named the best television director in Canada in a poll of Canadian television critics. His directing credits in this country recently include two "Alcoa Theatre" and three "Kraft Television Theatre" programs, all on NBC-TV.

This three-act adaptation of the classic comedy is by William Nichols, whose previous assignments for "Hallmark Hall of Fame" have been Shakespeare's "The Taming of The Shrew" and Gilbert and Sullivan's "The Yeomen of the Guard." He has visualized "Twelfth Night" as taking place in the 18th century in settings both luxurious and intentionally artificial-looking. Reuben Ter-Arutunian, set and costume designer, has followed the styles and use of color of artists Watteau and Fragonard to set the dreamlike atmosphere of the play.

Lehman Engel, music director for the new Broadway musical success, "Jamaica," has composed special music for this production.

Mildred Freed Alberg is executive producer and Robert Hartung is associate producer of "Hallmark Hall of Fame," which is sponsored by Hallmark Cards, Inc., through Foote, Cone and Belding advertising agency.

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NBC-New York, 11/11/57

CAST, CREDITS, PROGRAM AND PRODUCTION DATA FOR NBC-TV COLORCAST
OF 'THE GENERAL MOTORS 50TH ANNIVERSARY SHOW'
SUNDAY, NOV. 17 (9-11 P.M., EST)

CAST	NARRATOR
JUNE ALLYSON	KIRK DOUGLAS
DON AMECHE	
PAT BOONE	
ERNEST BORGNINE	
EDDIE BRACKEN	
CAROL BURNETT	
CLAUDETTE COLBERT	
HANS CONRIED	
DAN DAILEY	
JACQUES D'AMBOISE	
ALICE GHOSTLEY	
HELEN HAYES	
HOWARD KEEL	
STEVE LAWRENCE	
BAMBI LINN	
PEG LYNCH	
DEAN MARTIN	
DORETTA MORROW	
CYRIL RITCHARD	
CHITA RIVERA	
DINAH SHORE	
KENT SMITH	

(more)

and

PEGGY ALLENBY, TIRRELL BARBERY, CLAUDIA CRAWFORD, JOHN FIEDLER, GIGI GEROW, JOHN GIBSON, KAY HARKIN, DENNIS JOEL, LYNN LORING, CARMEN MATHEWS, RICHARD SAUNDERS, LEWIS SCHOLLE.

DANCERS----------Cathryn Damon, Wisa D'Orso, Ann Hodges, Roberta Keith, Joan Kruger, Gloria Stevens, Jerry Fries, Richard Gain, Loren Hightower, James Hutchison, Hugh Lambert and Charles Saint Amant.

CHOIR----------Joyce De Young, Carla Houston, Gloria Mudell, Marilyn Palmer, Gretchen Rhoades, Ann Ryan, Lee Book, Mercer Bridges, Jack Brown, Percy Dove, Jim Stover and James Stuart.

"GUARDS," CHILDREN----------Ronnie Gates, Robbie Grant, Tommy Halloran, Lynn-Rose Kohan, Elaine Lynn, Eileen Merry, Alvin Miller and Dennis Murphy.

IVY LEAGUE FIVE----------Chet Amsterdam, Anthony Greenwald, John Pangier, Ray Schweisgood Jr., and Connie Thymius.

CONCERTINA----------Raymond Chase

ORCHESTRA----------Thirty-three pieces directed by Bernie Green.

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PRODUCTION STAFF

WRITTEN BY.....HELEN DEUTSCH

SPECIAL MATERIAL WRITTEN IN COLLABORATION
WITH MISS DEUTSCH BY.....ARNIE SULTAN, MARVIN WORTHY and RICHARD DEROY

MUSIC DIRECTOR.....BERNIE GREEN

"HAPPINESS THEME" COMPOSED BY.....SAMMY FAIN

CHORAL DIRECTOR.....RAY CARTER

CHOREOGRAPHER.....JOHN BUTLER

SETTINGS BY.....OTIS RIGGS

COSTUMES BY.....ROBERT FLETCHER

FILM COORDINATOR.....STANLEY FLINK

TECHNICAL DIRECTOR.....JACK COFFEY

PRODUCTION ASSISTANTS.....JANE WETHERELL and CAROLE KASS

ASSOCIATE DIRECTOR.....MARCIA KUYPER

UNIT MANAGER.....RICK KELLY

"SYMPHONY OF THE SENSES" FILMED BY.....WILLARD VAN DYKE

NBC PROGRAM SUPERVISOR.....WILLIAM HAMMERSTEIN

ASSOCIATE PRODUCER.....JULIAN BERCOVICI

DIRECTED BY.....CHARLES DUBIN

PRODUCED BY.....JESS OPPENHEIMER

* * *

(more)

SPONSOR.....GENERAL MOTORS CORP.

ADVERTISING AGENCY.....KUDNER AGENCY, INC.

NBC PRESS REPRESENTATIVE.....AL CAMMANN (NEW YORK)

ORIGINATION.....NBC BROOKLYN (N.Y.)
STUDIOS

* * *

FORMAT

This special two-hour production, which will inaugurate General Motors' Golden Anniversary Year, will present the many stars in a kaleidoscope of comedy, drama and satire, interlaced with song and dance, in a theme related to the pursuit of happiness. In pin-pointing the basic theme, the script quotes Thornton Wilder's line: "Realize life while you live it, every, every minute." The show will be live except for a few film clips and a six-minute, specially prepared color film, "Symphony of the Senses," which has as its theme an "awareness of things around us." This film was written by Helen Deutsch and narrated by Kirk Douglas, with the musical score directed by Bernie Green.

CAST OF CHARACTERS

(IN ORDER OF APPEARANCES)

THE NARRATOR.....KIRK DOUGLAS

HIS FRIEND.....ERNEST BORGNINE

(more)

"JOY" SEQUENCE

1. BRIDE.....JEAN KRUGER
2. GROOM.....HUGH LAMBERT
   MINISTER.....JERRY FRIES
   FATHER OF BRIDE.....PERCY DOVE
3. MAN IN ROWBOAT.....CYRIL RITCHARD
4. YOUNG FATHER.....DAN DAILEY
   NURSE (with babies).....ANN HODGES
   NURSE.....GLORIA STEVENS
   DOCTOR.....LOREN HIGHTOWER
   TWO MEN.....JAMES HUTCHISON, RICHARD GAIN
5. MAN AT PINBALL MACHINE..EDDIE BRACKEN
6. FILM CLIP.....FLIM

THE SAD LOVER

1. SAD LOVER.....PAT BOONE
2. MARDI GRAS PEOPLE.....DANCERS

POOR CHARLIE -- "BOOK STORE"

1. BOOK CLERK.....HANS CONRIED
2. CHARLIE.....EDDIE BRACKEN
3. CUSTOMER.....KAY HARKIN

"SYMPHONY OF THE SENSES" -- FILM

(more)

6 - 'General Motors 50th Anniversary Show'

POOR CHARLIE -- "TOGETHERNESS"

1. CHARLIE.....EDDIE BRACKEN
2. ETHEL.....ALICE GHOSTLEY
3. JULIA (age 13).....TIRRELL BARBERY
4. ANDY (age 10).....DENNIS JOEL

PAST AND FUTURE SEQUENCE

1. BILL.....DAN DAILEY
2. TOM.....STEVE LAWRENCE
3. MOM.....PEGGY ALLENBY
4. POP.....RICHARD SAUNDERS
5. ORCHESTRA.....IVY LEAGUE FIVE -- CHET AMSTERDAM, ANTHONY GREENWALD, JOHN PANGIER, RAY SCHWEISGOOD JR., CONNIE THYMIUS
6. RUTH SWANSON.....CAROL BURNETT
7. GORGEOUS GIRL.....CHITA RIVERA
8. NATIVES.....DANCERS

"BULLFROG PATROL"

1. BILL.....DAN DAILEY
2. TOM.....STEVE LAWRENCE
3. RUTH.....CAROL BURNETT
4. FIVE SINGERS.....GLORIA MUDELL, MARILYN PALMER, GRETCHEN RHOADES, PERCY DOVE, MERCER BRIDGES
5. CONCERTINA PLAYER.....RAYMOND CHASE

(more)

CHARLIE -- "PYROTECHNICS"

1. CHARLIE.....BOOM BRACKET
2. [illegible].....ALTER SUCKLEY
3. JULIA (Use 1A).....[illegible] [illegible]
4. AMY (Use 2A).....[illegible] TOM.

AMY WITHIN [illegible]

1. [illegible].....OAK DALEY
2. [illegible].....[illegible]
3. [illegible].....[illegible] ALLEGRY
4. [illegible].....[illegible]
5. [illegible].....[illegible] -- [illegible]

[illegible], [illegible]

[illegible], [illegible]

[illegible], [illegible]

6. [illegible].....[illegible]
7. [illegible].....[illegible]
8. [illegible].....[illegible]

[illegible]

1. [illegible].....[illegible]
2. [illegible].....[illegible]
3. [illegible].....[illegible]

7 - 'General Motors 50th Anniversary Show'

"MR. BOLAND'S HOUSE"

"MARCH OF THE ILL-ASSORTED GUARDS"

1. HENRY BOLAND.....DON AMECHE
2. CLARA BOLAND.....PEG LYNCH
3. JANE (age 7).....GIGI GEROW
4. CHRIS (age 5).....ROBBIE GRANT
5. OTHER CHILDREN.....RONNIE GATES, TOMMY HALLORAN, LYNN-ROSE KOHAN, ELAINE LYNN, EILEEN MERRY, ALVIN MILLER.

"FIRSTS"

1. MARIAN COLLIER.....CLAUDETTE COLBERT
2. HARRY COLLIER.....KENT SMITH
3. JUDY (age 14).....LYNN LORING
4. DICK (age 16).....LEWIS SCHOLLE

"A BRIDGE"

"WRONG SIDE OF THE BED"

1. ORLANDO COURTRIGHT.....CYRIL RITCHARD
2. MELINDA (age 7).....CLAUDIA CRAWFORD

POOR CHARLIE -- "HOW TO RELAX"

1. CHARLIE.....EDDIE BRACKEN
2. ETHEL.....ALICE GHOSTLEY
3. SEDUCTIVE GIRL.....CHITA RIVERA

(more)

8 - 'General Motors 50th Anniversary Show'

"LOVE" SEQUENCE

(IN ORDER OF APPEARANCE)

DINAH SHORE

CYRIL RITCHARD

HOWARD KEEL

DORETTA MORROW

DEAN MARTIN

DAN DAILEY

SOLO DANCERS.....BAMBI LINN

JACQUES D'AMBOISE

CHITA RIVERA

DANCERS

CHOIR

"WHITE MAGNOLIA TREE".....HELEN HAYES

"THE SAGES"

THREE VOICES.....DON AMECHE

CYRIL RITCHARD

RICHARD SAUNDERS

"OUR TOWN" SCENE

1. EMILY.....JUNE ALLYSON
2. MRS. WEBB.....CARMEN MATHEWS
3. MR. WEBB.....JOHN GIBSON
4. MILKMAN.....JOHN FIEDLER

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NBC-New York, 11/11/57

NBC FEATURE

November 11, 1957

"TODAY" TO PRESENT REPORTER JOE MICHAELS' FILM REPORT OF CLOSED CIRCUIT TV TEACHING IN HAGERSTOWN (MD.) SCHOOL

It may not be long before the little red schoolhouse will be topped by a television antenna to provide a vital part of the day's curricula.

In fact, schoolchildren in 22 schools in Washington County, Md., already are getting their lessons on TV.

A filmed report on the highly-successful educational project on closed circuit television will be presented on NBC-TV's TODAY program Friday, Nov. 15.

"Today" reporter Joe Michaels and a four-man film crew visited a fourth grade arithmetic class in Hagerstown, Md., the county seat, while the students were watching a TV program in which a teacher was giving a lesson in fractions.

"I'll admit I was somewhat skeptical about classroom TV at first," said Michaels, "but when I left, I was amazed at the interest the children showed in their televised lessons.

"During the arithmetic class, the five of us were moving from one side of the room to the other, filming the children as they watched their lesson on a 21-inch TV set at the front of the class. But none of this bothered the kids. Their eyes and ears were glued to the TV screen!"

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The Ford Foundation is sponsoring the educational TV experiment, and although three and one-half years remain before the five-year study is completed, TV in the classroom already seems to have proved itself.

Michaels thinks the results are "exciting."

"In fact," he noted, "one tenth grade geometry class showed such vast improvement that the first reaction of the observers was to become suspicious."

Michaels ventured several opinions for the apparent success of educational TV in the classroom:

1) An exceptionally talented teacher can give lessons to thousands of pupils at one time, instead of just 30 or 40 students.
2) The teacher has only one lesson a day to deliver -- and so she had much more time to ready herself than the average overworked teacher.
3) She can use lots of expensive visual props to reinforce her teaching because the expense per student is so small -- and, as it often has been said, "one picture is worth a thousand words."

In the final analysis, it will be the children who will determine whether or not classroom television will be a success.

"I talked to a lot of them," said Michaels, " and they're unanimously for it."

("Today" is telecast Monday through Friday 7-10 a.m., EST, except WRCA-TV; WRCA-TV only, 7-9 a.m., EST.)

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NBC-New York, 11/11/57

NBC TELEVISION NEWS

COLORCAST

CORRECTIONS, PLEASE:

The following programs were inadvertently omitted from the NBC Color Telecast Schedule released Nov. 8. Please add these programs to the list of colorcasts for Monday, Nov. 18.

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW

3-4 p.m. -- NBC MATINEE THEATER - "Embassy House"

7:30-8 p.m. -- THE PRICE IS RIGHT - Bill Cullen is emcee.

* * *

The date for the premiere performance of SHIRLEY TEMPLE'S STORYBOOK series was incorrectly listed as Jan. 11 in the NBC Daily News Report of Nov. 8. The correct date is Sunday, Jan. 12 at which time Shirley Temple will star in "Beauty and the Beast" a one-hour colorcast from 8 to 9 p.m., EST.

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NBC-New York, 11/11/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

November 12, 1957

$4,000,000 IN GROSS BILLINGS PLACED WITH 'TONIGHT' NOV. 8, REPRESENTING LARGEST AMOUNT RECORDED BY NBC-TV PARTICIPATING PROGRAMS IN SINGLE DAY

The largest amount of business ever recorded by NBC-TV's Participating Programs in a single day -- more than $4,000,000 in gross billings -- was placed with the network's TONIGHT program last Friday (Nov. 8) by seven advertisers, it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Highlighting this record upsurge in business were extensive purchases by the Block Drug Co., Inc., and the Bristol-Myers Company which mark the largest single orders in the history of the network's late-evening program.

The Block Drug order, placed through Sullivan, Stauffer, Colwell and Bayles, Inc. calls for a total of 234 participations on "Tonight" scheduled over a 52-week period starting Dec. 30.

The Bristol-Myers Company, for its Bufferin, has ordered 208 participations to run over a 52-week period and, for its Ipana, has ordered 28 participations to run during the last quarter of this year. Both campaigns started yesterday (Nov. 11).

Other advertisers placing orders for the "Tonight" program are:

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North American Philips Co., Inc. for its Norelco Electric Shaver, has ordered 115 participations to run during the Spring and Fall of 1958.

Harrison Laboratories, Inc., for its Ten Day Press-On Nail Color and Tuck Cellophane Tape, has ordered 42 participations scheduled between Nov. 15 and Dec. 31.

The Polaroid Corp., currently represented on "Tonight" has ordered an additional 40 participations beginning Jan. 6, 1958.

Bymart-Tintair, Inc., has ordered 26 participations to start immediately.

Webcor, Inc., has ordered a pre-Christmas campaign of 21 participations starting Nov. 12.

Young and Rubicam, Inc., is the advertising agency for Bristol-Myers; C.J. La Roche and Co., Inc., is the agency for North American Philips; Product Services, Inc., represents Bymart-Tintair and Harrison Laboratories; Doyle Dane Bernbach, Inc., is the agency for Polaroid and John W. Shaw Advertising, Inc., is the agency for Webcor. In addition to Sullivan, Stauffer, Colwell and Bayles, Inc., the Block Drug Company also is represented by Grey Advertising Agency, Inc. and the Lawrence C. Gumbinner Advertising Agency, Inc.

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NBC-New York, 11/12/57

NBC TRADE NEWS

November 12, 1957

JOE RYAN IS NAMED MANAGER OF BUSINESS AND TRADE PUBLICITY OF NBC PRESS DEPARTMENT

Joe Ryan has been appointed manager of business and trade publicity for the NBC Press Department, it was announced today by Ellis Moore, Director, Press.

Mr. Ryan joined NBC Press in September, 1955, as a staff writer. Among his assignments were the "Today" show and NBC News. In recent weeks he has been a column editor. Before joining NBC, Mr. Ryan was a staff correspondent for the United Press at Boston and had managed the U.P. bureaus at Concord, N.H., and Portland, Maine. He started his newspaper career with the Boston Post in 1948 as a news and sports writer.

Mr. Ryan, who is 31, was graduated from Boston College and attended Harvard Graduate School. He served in the Navy in World War II. He is married and lives in Great Neck, Long Island, N.Y.

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UB-609

NBC OWNED STATIONS DIVISION

News

November 12, 1957

EIGHT-CITY CONCENTRATION ON IMPORTANT TEACHING PROBLEMS SET FOR NATIONAL EDUCATION WEEK AS CLIMAX OF NBC OWNED STATIONS' "KNOW YOUR SCHOOLS" RADIO AND TELEVISION PROJECT

An eight-city concentration on important educational problems by the NBC Owned Stations during National Education Week (Nov. 10-16) is set as the climax of the stations' "Know Your Schools" project.

The multi-station public service drive, which was launched Oct. 12, is sponsored by 13 NBC Owned radio and television stations with the cooperation of the U.S. Department of Health, Education and Welfare and the U.S. Office of Education. Endorsements of the project have been received by Thomas B. McFadden, Vice President of NBC Owned Stations, from the four sponsors of National Education Week: the American Legion, the National Congress of Parents and Teachers, the U.S. Office of Education, and the National Education Association.

John S. Gleason Jr., National Commander of the American Legion, wrote: "I am most favorably impressed by the information I have received on the 'Know Your Schools' project. Through this and

(more)

similar projects, the National Broadcasting Company is performing an outstanding public service designed to inform all Americans of current educational problems."

Mrs. Rollin Brown, President of the National Congress of Parents and Teachers, wrote: "Members of the Board of Managers of the National Congress of Parents and Teachers are unanimous in their appreciation of what NBC is doing to develop greater public understanding of education through the 'Know Your Schools' program."

WRCA-TV, New York, is climaxing the six-week project on "Sunday's Schedule" Nov. 17 by presenting a special half-hour salute to Dr. William Jansen, retiring Superintendent of Schools in New York City. Dr. James E. Allen Jr., Commissioner of Education for New York State, will participate in the tribute to Dr. Jansen, who will be awarded the NBC Public Service Award by William N. Davidson, General Manager of WRCA and WRCA-TV.

In Buffalo, WBUF has organized a concerted drive to encourage its listeners to visit schools in the area during National Education Week and is announcing the schools which are having "open house." Public and parochial schools are cooperating in this project. The final program of "Bored With Education?" will be a film report of activities at a number of community schools, showing the status of various phases of the "Know Your Schools" project which have been discussed during the past five weeks on the station.

WNBC, Hartford-New Britain, will present a realistic demonstration of how writing and penmanship are taught in the second and sixth grades by showing an actual elementary school class in the studio, complete with teacher. Special features are being produced

(more)

projects, the National Broadcasting Company is performing
ding public service designed to inform all Americans of
educational problems."

Mrs. Rollin Brown, President of the National Congress o
and Teachers, adds: "Members of the Board of Managers o
Local Congress of Parents and Teachers are unanimous in th
ation of what NBC is doing to develop greater public unfor
g of education through the 'Know Your Schools' program."

WNCA-TV, New York, is climaxing the nine-week project on
'e Schools' Nov. 17 by presenting a special half-hour sal
William Jansen, retiring Superintendent of Schools in New
Tr. James E. Allen Jr., Commissioner of Education for New
will participate in the tribute to Dr. Jansen, who will be
the NBC Public Service Award by William H. Davidson, Gene
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In Buffalo, NBC has organized a concerted drive to
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Public and parochial schools are cooperating in this pro
al program of "Bored With Education". Will be a film repo
vities at a number of community schools, showing the sitto
phases of the "Know Your Schools" project which have been

with the cooperation of the Teachers College of Connecticut for the "Morning Digest" program. Other programs to be seen during the week include a discussion of the teacher shortage on "Understanding Our Schools," produced by Dr. Irving S. Starr, chairman of the Education Department of the University of Hartford, and "This Is Your World," produced by Prof. Albert E. Burke.

In Philadelphia, WRCV-TV will present a special live 45-minute program on Nov. 16 to show the activities and problems of the average school. The show will feature a parent-teacher meeting in which members of eight PTA groups in Pennsylvania and New Jersey will participate, with an RCA Victor television set as a prize to the group whose member offers the best plan or suggestion. Dr. Fredrick Raubinger, New Jersey Commissioner of Education, and Dr. Charles Boehm, Superintendent of Public Instruction in Pennsylvania, will discuss the current status of education. An NBC Public Service Award will be presented to a New Jersey school bus driver who has devoted himself to the welfare and guidance of his young passengers. Past "Progress" programs will be reviewed on film, a live classroom scene will be presented and filmed messages from President Eisenhower and U.S. Commissioner of Education Lawrence Derthick will be shown.

WNBQ, Chicago, will present Gov. William G. Stratton of Illinois as member of a panel which will sum up the education problems discussed on previous programs of a series of six documentaries. Other panel members include: Vernon L. Nickell, Illinois State Superintendent of Education; Mayor Richard J. Daley of Chicago; Dr. Benjamin C. Willis, Superintendent of Chicago Public Schools; Dr. Nobel J. Puffer, Cook County Superintendent of Schools, and the Very Reverend Monsignor William E. McManus, Superintendent of the Catholic

(more)

cooperation of the Teachers College of Connecticut for the
Digest" program. Other programs to be seen during the wee
discussion of the teacher shortage on "Understanding Our
produced by Dr. Irving G. Stark, chairman of the Educatio
t of the University of Hartford, and "This Is Your World,"
by Prof. Albert E. Moore.

In Philadelphia, WCTV-TV will present a special live 45-
ogram on Nov. 16 to show the activities and problems of th
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ers of eight PTA groups in Pennsylvania and New Jersey wi
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, New Jersey Commissioner of Education, and Dr. Charles
perintendent of Public Instruction in Pennsylvania, will
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l be presented to a New Jersey school bus driver who has
lself to the welfare and guidance of his young passengers
grass" program will be reviewed on film, a live classroom
l be presented and filmed messages from President Eisenhow
Commissioner of Education Lawrence Derthick will be shown.

WBEC, Chicago, will present Gov. William G. Stratton of
e member of a panel which will sum up the education prob
on previous programs of a series of six documentaries.

School Board. R. Sargent Shriver Jr., president of the Chicago Board of Education, will appear on WMAQ's "Mary Merryfield" program Nov. 12 and WNBQ's "Live and Learn" program Nov. 17.

In Los Angeles, Station KRCA is sparking a drive to encourage citizens to learn more about the schools in their area by attending "open house" sessions. Each of the station's live shows and many promotional announcements will encourage inspection visits to the school buildings. Local educational institutions are continuing to cooperate in providing subject matter for the newly created series, "Our Greatest Resource" and "Pathways to Knowledge."

"This is KNBC, San Francisco, observing National Education Week" is that station's identification during Nov. 10-16, and local activities connected with observance of the week will be promoted by the station. NBC Public Service Awards will be presented to an outstanding teacher in Northern California and to the San Francisco District of the Congress of Parents and Teachers for public service through its child welfare program. Students of the annual Radio-TV Institute conducted by KNBC and Stanford University will present a special broadcast and the Junior League of San Francisco will conduct a program on the weekly series, "Know Your Community."

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NBC-New York, 11/12/57

NBC TRADE NEWS

SENIOR BOWL GRID GAME TO BE TELECAST FIRST TIME

- - -

NBC-TV TO COVER 1958 CLASH OF ALL-STAR SQUADS

The annual Senior Bowl all-star football game in Mobile, Ala., will be televised for the first time Saturday, Jan. 11, at 3 p.m., EST, by the National Broadcasting Company. The NBC-TV coverage of the 1958 game was announced today by J. Finley McRae, president of the Mobile Arts and Sports Association, which sponsors the game, and Tom S. Gallery, NBC Sports Director.

The Senior Bowl, pitting all-star squads from the North and South against each other, will be played in the 36,000-capacity Ladd Memorial Stadium. The game marks the professional football debut of the 50 participating players, with members of the winning team receiving $500 and the losers $400 each. Since the Senior Bowl is played after the other bowl and all-star contests, many of the standout performers of those games can participate.

The opposing coaches will be Paul Brown of the Cleveland Browns heading the Southern squad, and Joe Kuharich of the

(more)

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Washington Redskins leading the Northern team. Brown has been a Senior Bowl coach for the past six years, guiding the Northerners four times and switching to the South two years ago.

This will be the ninth Senior Bowl game since the series began Jan. 7, 1950. The South has won five times and the North three. The Rebels won last January, 21-7.

All-America performers in past Senior Bowl games have included Eddie LeBaron (College of the Pacific), Charlie Justice (North Carolina) and Doak Walker (SMU) in 1950; Kyle Rote (SMU) and Leon Heath (Oklahoma) in 1951, Frank Gifford (Southern California) and Babe Parilli (Kentucky) in 1952, Alan Ameche (Wisconsin) and Max Boydston (Oklahoma) in 1955 and Johnny Majors (Tennessee), Don Bosseler (Miami) and Bill Glass (Baylor) in 1957.

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NBC-New York, 11/12/57

NBC TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
DECEMBER, 1957 (ALL TIMES EST)

THE HOWARD MILLER SHOW -- 1:30-2:30 p.m., Monday through Friday.

NBC MATINEE THEATER -- 3-4 p.m., Monday through Friday (For possible black-and-white dates, consult weekly schedules).

Sunday, Dec. 1

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW.

Monday, Dec. 2

7:30-8 p.m. -- THE PRICE IS RIGHT -- with Bill Cullen as emcee.

Tuesday, Dec. 3

8-9 p.m. -- THE GOBEL-FISHER SHOW

Wednesday, Dec. 4

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Come to Me" with Farley Granger, Julie Wilson, Steve Dunne and special guest star Margaret O'Brien.

Thursday, Dec. 5

7:30-8 p.m. -- TIC TAC DOUGH -- with Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

(more)

Saturday, Dec. 7

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- with vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, Dec. 8

2-4 p.m. -- NBC OPERA -- "Dialogues of the Carmelites" by Francis Poulenc with Elaine Malbin, Leontyne Price, Patricia Neway, Rosemary Kuhlmann, Judith Raskin, David Lloyd and Robert Rounseville heading the cast of this new opera.

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE CHEVY SHOW -- Starring Nanette Fabray with Shirley MacLaine and the comedy team of Dan Rowan and Dick Martin.

Monday, Dec. 9

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, Dec. 10

8-9 p.m. -- THE FISHER-GOBEL SHOW -- with special guests Bob Hope and Elaine Dunn.

Wednesday, Dec. 11

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Heroes Walk on Sand," with Elliott Nugent, Walter Abel, Mary Astor and special guest stars Basil Rathbone and Sloan Simpson.

Thursday, Dec. 12

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- with Charles Laughton as guest.

(more)

Saturday, Dec. 14

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, Dec. 15

5:30-6:30 p.m. -- TELEPHONE TIME -- "Our Mr. Sun."

6:30-8 p.m. -- HALLMARK HALL OF FAME -- Maurice Evans stars in "Twelfth Night."

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW.

Monday, Dec. 16

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, Dec. 17

8-9 p.m. -- THE GOBEL-FISHER SHOW.

Wednesday, Dec. 18

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Dec. 19

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, Dec. 21

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, Dec. 22

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW.

Monday, Dec. 23

7:30-8 p.m. -- THE PRICE IS RIGHT.

(more)

4 - NBC COLOR TELECAST SCHEDULE FOR DECEMBER, 1957

Tuesday, Dec. 24

8-9 p.m. -- THE FISHER-GOBEL SHOW -- With Charles Laughton and Elaine Dunn as tonight's guests.

Wednesday, Dec. 25

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Dec. 26

7:30-8 p.m. -- TIC TAC DOUGH

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Friday, Dec. 27

8-9 p.m. -- THE JERRY LEWIS SHOW.

Saturday, Dec. 28

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, Dec. 29

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW.

Monday, Dec. 30

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, Dec. 31

8-9 p.m. -- THE GOBEL-FISHER SHOW.

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NBC-New York, 11/12/57

JACK TRACY
ROOM 320

2 COPIES X-H

November 13, 1957

'WIDE WIDE WORLD' PRODUCING TEAM AND NBC EXECUTIVES TO PARTICIPATE IN CLINIC ON TV TECHNIQUE FOR ARMED FORCES INFORMATION OFFICERS

The "Wide Wide World" producing team will take part in an NBC TV clinic designed to brief information officers of the armed services in the techniques of television programming.

The clinic will be held at NBC in New York Thursday and Friday, Nov. 14 and 15 and will include the showing of kinescopes, demonstrations of equipment and talks on surveying, writing, directing, producing and transmitting a TV program. It will be attended by more than 40 information officers of the Army, Air Force, Navy, Marine Corps and Coast Guard.

The "Wide Wide World" group will be headed by executive producer Barry Wood and will include unit producers Herbert Sussan, John Goetz, Alan Neuman and Ted Rogers, and director Van Fox. Among the program's staff members participating in the clinic will be Ed Wilbur, Cliff Paul, Dave Englander, Will Sparks, Syd Davidson, Bob Daniels and Whitney Baston. NBC executives taking part in the clinic will include Robert F. Lewine, Vice President, Television Network Programs; William McAndrew, Director of NBC News; Michael Horton, Director of Information; Edward Stanley, Manager of Public Service Programs; John Lynch, managing editor of "Today"; Len Allen, television news editor, Norman Grant, director of operations control and planning; Reid Davis, manager of color control, and Burr Smidt, color coordinator.

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PROGRAM CHANGE

Dean Martin, previously scheduled for the GENERAL MOTORS 50TH ANNIVERSARY SHOW Sunday, Nov. 17 (NBC-TV colorcast, 9-11 p.m., EST), will not appear because of illness.

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SAM LEVENSON'S THREE "ARLENE FRANCIS SHOW" DATES POSTPONED

Sam Levenson, scheduled to make three Friday appearances on NBC-TV's ARLENE FRANCIS SHOW (Monday through Friday, 10 a.m., EST) has postponed his scheduled engagements of Nov. 15, Nov. 22 and Nov. 29 until later dates to be announced soon. Levenson will also make a guest appearance on the Sunday, Nov. 24 "Steve Allen Show" colorcast.

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NBC-New York, 11/13/57

JACK TRACY
ROOM 320

FEATURE

2 COPIES X-H

November 14, 1957

RARE PAPER FILMS, FOUND IN LIBRARY OF CONGRESS
TO BE SHOWN IN 'THE INNOCENT YEARS'

Rare and long-forgotten paper film, unearthed by NBC's "Project 20" researchers in the Library of Congress, will bring to television vividly authentic scenes of American life in the early years of the century during THE INNOCENT YEARS Thursday, Nov. 21 (NBC-TV, 10-11 p.m., EST). This will be the first time such paper film has been used in a program designed for TV.

The Henry Salomon production, a re-creation of the years 1900-1917 from film footage of the time, will be sponsored by the Timken Roller Bearing Company.

Among these paper film sequences, newly transferred to negative by "Project 20" technicians, are "A Busy Day for the Corset Model" (1904), "Around the Flip-Flop Railroad" (1903), "Mixed Bathing" (1904), "Children in the Coney Island Surf" (1904), "A Swimming Race at Coney Island" (1904) and "East Side Urchins Bathing in a Fountain" (1903).

According to Daniel Jones, head of film research for "Project 20," the early film makers were well aware that their nitrate film would shrink, warp, turn brittle and decompose. They therefore

(more)

printed preservative copies on paper rolls. Another reason for the transfer to paper was that the copyright laws did not, naturally, refer specifically to motion pictures and so could not be copyrighted. Those film-makers who wanted to go to the trouble of obtaining copyright printed their film on ribbons of paper and then sent the rolled-up ribbons to the copyright office. These eventually found their way into the Library of Congress. "The original films seem to have vanished completely," says Jones.

The period covered by "The Innocent Years" is the earliest to have been recorded in motion, for the motion picture camera did not come into use until the late 1890s. There were camera teams sent about to cover important (and some not so important) events on film. Edison had such a team, and so did Pathe. There were others, but these were the big ones.

"Since the film in use at that time was the so-called 'nitrate' film -- which, unlike the present safety film, spoiled easily, decomposed and then exploded -- there were some terrible film fires in the old days," Jones says.

He recalls that a professional arsonist named Sam Sapphire, who operated in Brooklyn in the 1930s, once gave away the secret of his best work: some wads of nitrate film and a candle. When the candle burned low, down to the level at which the film rested -- boom .....complete combustion. "No wonder film searchers have such a tough time," says Jones.

The film search conducted for "The Innocent Years" dragneted the vaults of the newsreel companies operating at that time, the Hollywood film studio libraries, and a long list of private and government archives for historical film.

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"Much of the footage we turned up in the search was in the most delicate condition -- shrunk, warped and brittle," says Jones. "We opened many cans of labeled film only to find that the film inside had disintegrated. Many others would soon have reached the disintegration stage. We saved from threatened oblivion some of the first footage ever made, films which were an invaluable and exciting record of America's past."

To make the full-hour "Innocent Years," 2,000 hours of film search went on over a period of one year. Though the intensified search was carried on for that time, actually producer Henry Salomon had the program in mind for a long time before that. His film sleuths had their eyes out for appropriate footage ever since 1951 while working on earlier "Project 20" programs and "Victory at Sea."

Eighty-one thousand feet of film of the period 1900-1917 were brought into "Project 20" editorial rooms before editing began in earnest. The final result: an hour that captures what have been called the most enchanting years of this century, a gay and nostalgic turn through an album of Americana.

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NBC-New York, 11/14/57

NBC-TV NEWS

NOTE TO EDITORS:

Please substitute the following for Page 3 in the list of credits released Nov. 11 for the NBC-TV colorcast of THE GENERAL MOTORS 50TH ANNIVERSARY SHOW (Sunday, Nov. 17, 9-11 p.m., EST).

PRODUCTION STAFF

WRITTEN BY.....HELEN DEUTSCH
MUSIC DIRECTOR.....BERNIE GREEN
"HAPPINESS THEME" COMPOSED BY.....SAMMY FAIN
CHORAL DIRECTOR.....RAY CARTER
CHOREOGRAPHER.....JOHN BUTLER
SETTINGS BY.....OTIS RIGGS
COSTUMES BY.....ROBERT FLETCHER
FILM COORDINATOR.....STANLEY FLINK
TECHNICAL DIRECTOR.....JACK COFFEY
PRODUCTION ASSISTANTS.....JANE WETHERELL AND CAROLE KASS
ASSOCIATE DIRECTOR.....MARCIA KUYPER
UNIT MANAGER.....RICK KELLY
"SYMPHONY OF THE SENSES" FILMED BY.....WILLARD VAN DYKE
NBC PROGRAM SUPERVISOR.....WILLIAM HAMMERSTEIN
ASSOCIATE PRODUCER.....JULIAN BERCOVICI
SPECIAL MATERIAL WRITTEN IN COLLABORATION WITH MISS DEUTSCH BY.....ARNIE SULTAN, MARVIN WORTH AND RICHARD DEROY
DIRECTED BY.....CHARLES DUBIN
PRODUCED BY.....JESS OPPENHEIMER

* * *

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NBC-New York, 11/14/57

NBC TRADE NEWS

HANS CHRISTIAN ANDERSEN'S "THE NIGHTINGALE" WILL BE PRESENTED ON "SHIRLEY TEMPLE'S STORYBOOK" SERIES WEDNESDAY, MARCH 5

"The Nightingale," first of the filmed presentations in NBC-TV's SHIRLEY TEMPLE'S STORYBOOK series will be presented on Wednesday, March 5 (7:30 p.m., EST).

The Hans Christian Andersen classic will star Thomas Mitchell and Russell Collins. Others in the cast will include Judith Braun, Liam Sullivan and Lisa Lu. Filming of the fairytale began in Hollywood on Nov. 11 by Henry Jaffe Enterprises in association with Screen Gems, Inc. Alvin Cooperman is the producer for the entire series.

"Shirley Temple's Storybook" will have its premiere Sunday, Jan. 12 (8 p.m., EST) with a live colorcast of "Beauty and the Beast."

NBC-New York, 11/14/57

JACK TRACY
ROOM 320

2 COPIES X-H

November 15, 1957

LARGE STAFF OF NBC NEWS CORRESPONDENTS AND CAMERAMEN TO COVER NATO CONFERENCE IN PARIS FOR TV AND RADIO

A large staff of NBC News correspondents and cameramen will cover the historic NATO conference in Paris Dec. 16-17-18, William R. McAndrew, Director of NBC News, announced today.

President Eisenhower and the heads of most NATO governments are scheduled to attend the meeting.

McAndrew said that Leif Eid, chief of NBC News' Paris bureau, will be in charge of the NBC coverage.

Besides Eid, other NBC News correspondents assigned to the conference include: Joseph C. Harsch, London bureau chief and senior European correspondent; David Brinkley, Washington; Ray Scherer, White House correspondent, Washington; Bill Henry, Washington.

Cameramen going on special assignment to augment the Paris staff are Joseph Oexle, Berlin; Gary Stindt, Berlin; and Bradford Kress, Washington.

Stindt will be film supervisor for the operation and Paul Archinard of NBC's Paris bureau will be in charge of circuits to the United States.

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McAndrew said the NBC staff will assemble in Paris a few days before the actual meetings begin. The arrival and departure of the delegates will be covered.

News from the conference site will be flashed back to NBC News in this country for use on regular "News on the Hour," "Service at 30" and other NBC News TV and radio shows. In addition, spot news will be bulletined immediately.

Films for television use -- on "NBC News"(the Huntley-Brinkley Report), "Today" and other shows -- will be provided daily. Brinkley will do a regular nightly filmed report for the "NBC News" show at 6:45 p.m., EST, over NBC-TV.

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NBC-New York, 11/15/57

CAST, CREDITS, SYNOPSIS OF SCENES AND MUSICAL NUMBERS FOR MARY MARTIN'S COLORCAST OF "ANNIE GET YOUR GUN" ON NBC-TV

WEDNESDAY, NOV. 27 (8:30-10:30 P.M., EST)

CAST

ANNIE OAKLEY.....MARY MARTIN
FRANK BUTLER.....JOHN RAITT
DOLLY TATE.....RETA SHAW
CHARLIE DAVENPORT.....DONALD BURR
CHIEF SITTING BULL.....ZACHARY CHARLES
BUFFALO BILL (COL. WM. F. CODY).....WILLIAM O'NEAL
WILD HORSE.....STUART HODES
FOSTER WILSON.....JOHN ELDREDGE
PAWNEE BILL.....ROBERT NASH
LITTLE JAKE.....LUKE HALPIN
JESSIE.....PAT MORROW

(more)

'PIPER' AND 'ANNIE'

On Tuesday, Nov. 26 (7:30-9 p.m., EST), NBC-TV will present THE PIED PIPER OF HAMELIN, starring Van Johnson. The following night (Wednesday, Nov. 27), Mary Martin will star in ANNIE GET YOUR GUN (8:30-10:30 p.m., EST), co-starring John Raitt. Both shows will be colorcast.

NELLIE.....JAN SKIDMORE

INDIAN TWINS.....THOMAS AND DENNIS BONILLA

LITTLE BOY.....GARY DIAMOND

LITTLE GIRL.....SHELLY WINDSOR

MAC (PROPERTY MAN).....THOMAS GLEASON

TRAINMAN.....EARLE MacVEIGH

INDIAN CHANTER.....SHEVLIN RODGERS

PAWNEE'S MESSENGER.....EARLE MacVEIGH

SYLVIA POTTER-PORTER.....SHIRLEY CHAMBERS

SINGING GIRLS.....Gayle Baumer, Betty Benson, Annette De La Roche, Renee Guerin, Pat Jennings, Donna Linnard, Barbara Morein, Shari Robinson, Beverly Scalzo.

SINGING BOYS.....Jerry Cardoni, Thomas Gleason, Lee James, Syd Pepple, Shevlin Rodgers, Wayne Tucker, Bob Vanselow, Bruce Yarnell.

DANCING GIRLS.....Sally Blythe, Dorothie Day, Vicki Higdon, Sandra Kerr, Karla Kobelt, Klaudia Kobelt, Susan Luckey, Marissa Mason, Bonnie Pohlmann, Joan Tewkesbury.

DANCING BOYS.....Robert Banas, Buddy Bryan, Norman Edwards, Howard Henderson, Noel Parenti, Howard Parker, Robert Piper, Eddie Pfeiffer, Bob Thompson, Robert Turk.

(more)

PRODUCTION STAFF

Music and Lyrics by.....IRVING BERLIN

Book by.....HERBERT AND DOROTHY FIELDS

Entire Production Directed by.....VINCENT J. DONEHUE

Dances and Musical Numbers by.....ERNEST FLATT

Production Designed by.....GEORGE JENKINS

Costumes Designed by.....DOROTHY JEAKINS

Musical Director.....LOUIS ADRIAN

TELEVISION STAFF FOR NBC

Unit Manager.....DIC STEELE

Technical Director.....LARRY ELIKANN

Stage Manager.....GEORGE LAWRENCE

Associate Director.....DEAN WHITMORE

Makeup.....CLAUDE THOMPSON

Costumes.....BOB CAMPBEL

Lighting.....LON STUCKY

Audio.....HAL FLOOD

Video.....ED HOUSTON

THEATRICAL STAFF FOR EDWIN LESTER

Assistant Conductor.....JAYE RUBINOFF

Production Manager.....THOMAS TURNER

Techinical Supervisor.....RICHARD RODDA

Lighting.....PEGGY CLARK

General Manager.....ELEANOR PINKHAM

Executive Producer.....RICHARD HALLIDAY

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PRODUCTION STAFF

Lyrics by.....IRVING BERLIN

.....HERBERT AND DOR

FIELDS

Production Directed by.....VINCENT J. DONG

Musical Numbers by.....ERNEST FLATT

Designed by.....GEORGE JENKINS

Designed by.....DOROTHY JENKINS

Director.....LOUIS ADRIAN

ON STAFF FOR MRS

ager.....DIO STEELE

Director.....LARRY WILTMAN

ager.....GEORGE LAWRENCE

Director.....DEAN WHITMORE

.....CLAUDE THORNTON

.....BUD CARPELL

.....LON SINCKY

.....HAL FLOOD

.....ED HODGTON

L STAFF FOR ERWIN LEDER

Conductor.....JAYE SPRINGER

This program is a presentation of the Los Angeles and San Francisco Civic Light Opera Association in conjunction with the NBC Television Network.

Sponsors.....PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORP. AND THE PEPSI-COLA CO.

Advertising Agencies.....MacMANUS, JOHN AND ADAMS (FOR PONTIAC).
KENYON AND ECKHARDT (FOR PEPSI-COLA).

NBC Press Representatives.....George Norford (New York)
Joe Bleeden (Hollywood)

Origination.....NBC Color City Studios, Burbank, Calif.

SYNOPSIS OF STORY

"Annie Get Your Gun" closely follows the story of the real Annie Oakley in telling how, when still a young woman from the backwoods of Darke County, Ohio, Annie was matched in a shooting exhibition with Frank Butler, sharpshooter of Buffalo Bill's Wild West Show. She outshoots Butler and in time supplants him as the star attraction of the show. They fall in love but his pride will not permit him to accept her as a superior shot. This keeps the two lovers apart. Eventually Annie gets her man by letting him outshoot her. She has learned, in the words of one of the show's songs, that "You Can't Get a Man With a Gun."

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This program is a presentation of the Los Angeles and San Francisco Civic Light Opera Association in conjunction with the NBC Television Network.

.....PONTIAC MOTOR DIVISION
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THE PEPSI-COLA CO.

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Joe Bidden (Hollywo

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Burbank, Calif.

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SYNOPSIS OF SCENES

ACT I

Scene 1: The Wilson House, a Summer hotel on the outskirts of Cincinnati, Ohio; July.

Scene 2: A Pullman parlor on the Overland steam train. Six weeks later.

Scene 3: The Fair Grounds at Minneapolis, Minn., a few days later.

Scene 4: The arena of the big tent.

Scene 5: A dressing-room tent. The same day.

Scene 6: The arena of the big tent. Later that day.

ACT II

Scene 1: The deck of a cattle boat. Eight months later.

Scene 2: Ballroom of the Hotel Brevoort, New York City. The next night.

Scene 3: Governor's Island ferry. The next morning.

Scene 4: Governor's Island, near the fort, immediately following.

MUSICAL NUMBERS

ACT I

"Buffalo Bill".....Charlie and the Ensemble

"I'm a Bad, Bad Man".....Frank, Girls and Dance Ensemble

"Doin' What Comes Naturally".....Annie and children

"The Girl That I Marry".....Frank

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"You Can't Get a Man with a Gun".....Annie

"Show Business".....Annie, Frank, Buffalo Bill and Charlie

"Moonshine Lullaby".....Annie, Trio and Children

"They Say It's Wonderful".....Frank and Annie

"Reprise: Show Business".....Annie

"My Defenses Are Down".....Frank and Boys

"I'm an Indian Too".....Annie

"Adoption Dance".....Annie, Sitting Bull and Dancers

"Reprise: You Can't Get a Man with a Gun"..Annie

ACT II

"Lost in His Arms".....Annie, Ensemble Voices

"Sun in the Morning".....Annie and Company

"Reprise: They Say It's Wonderful".....Annie and Frank

"Reprise: The Girl That I Marry".....Frank

"Anything You Can Do".....Annie and Frank

"Reprise: Show Business".....Full Company

"Reprise: They Say It's Wonderful".....Annie and Frank

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NBC COLOR TELEVISION NEWS

November 15, 1957

PIPER LAURIE, ROSEMARY HARRIS, HOWARD MORRIS JOIN CAST OF 'TWELFTH NIGHT,' STARRING MAURICE EVANS ON 'HALL OF FAME'

Piper Laurie, Rosemary Harris and Howard Morris have joined the cast of Shakespeare's "Twelfth Night," which will be the HALLMARK HALL OF FAME colorcast Sunday, Dec. 15 (NBC-TV, 6:30-8 p.m., EST). Maurice Evans is starred as Malvolio.

Miss Laurie, a screen star at a very early age, tired of ingenue roles and sought more serious ones in television. Following her appearance in "Quality Town" on the NBC-TV "Robert Montgomery Presents" series in 1955, more dramatic roles came her way.

Mildred Freed Alberg, executive director of "Hallmark Hall of Fame," says of this casting of Miss Laurie as Viola: "She is a very promising young Hollywood actress and both Mr. Evans and Mr. Greene (who will direct) felt that she gave a most interesting reading of the part."

Miss Harris, who will play Olivia, has interpreted several major roles in Shakespearean productions of the London and Bristol (England) Old Vic companies.

Howard Morris, who created many comedy characterizations as "the little guy" on Sid Caesar telecasts, will

(more)

portray Feste, one of Shakespeare's great clowns. He's no stranger to Shakespeare, however; he portrayed the drunken porter in Maurice Evans' production of "Macbeth" and Laertes in Evans' GI "Hamlet."

David Greene will direct "Twelfth Night"; George Schaefer, regular producer-director of the "Hallmark Hall of Fame" series, is on leave for several weeks. Robert Hartung is associate producer.

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NBC-New York, 11/15/57

NBC-TV NEWS

MARY KELLY PROMOTED TO POST OF ASSOCIATE PRODUCER ON NBC TELEVISION'S "TODAY" SERIES

Mary Kelly, a globe-trotting reporter with NBC-TV's TODAY show, has been promoted to associate producer, it was announced today by producer Jac Hein.

In her new position, she will work more closely with Mr. Hein in overall production, with special attention to entertainment-type features, out-of-town originations and long-range programming.

Miss Kelly, a six-year veteran of "Today," has twice traveled around the world on assignments for the Monday-through-Friday morning program, in addition to writing and directing special filmed features in many different lands. At home, she has been concerned mostly with program features involving celebrities in every field.

A native of Hartford, Conn., Miss Kelly began her career as a copy girl for the New York Times in 1945. Later she worked for a public relations firm, the sales promotion department of King Features Syndicate, and the radio-television office of the New York Cancer Committee.

Her first job in television came in 1948 with the "Original Amateur Hour." Her duties included script writing and talent auditioning. In 1950 she joined "Broadway Open House" as production assistant, moving to "Today" in the same capacity in late 1951 before its premiere (Jan. 14, 1952).

In 1954, after distinguishing herself in a number of "Today" assignments, Miss Kelly was promoted to reporter -- a position which included frequent on-the-air appearances, as well as covering stories and writing scripts.

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NBC-New York, 11/15/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
Nov. 24-30 (All Times EST)

Sunday, Nov. 24

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Steve's guests are Audrey Meadows, Sam Levenson, Steve Lawrence, The Treniers, Japanese singer Teal Joy and actress Greta Thyssen.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Dinah's guests tonight are Marge and Gower Champion, husband and wife; Louis Prima and his wife Keely Smith and special guest star George Montgomery, Dinah's husband.

Monday, Nov. 25

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Dorothy Ferguson is today's guest.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen as emcee.

Tuesday, Nov. 26

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Songstress Toni Arden is today's guest.

3-4 p.m. -- NBC MATINEE THEATER -- "The Green Shores."

(more)

Tuesday, Nov. 26 (Cont'd)

7:30-9 p.m. -- THE PIED PIPER OF HAMELIN -- A musical play based on the classic poem by Robert Browning, starring Van Johnson and Claude Rains. Kay Starr, Lori Nelson, Jim Backus, Doodles Weaver, Stanley Adams, Rene Korper and Oliver Blake are featured. (Film)

Wednesday, Nov. 27

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Guests are "The Salty Dogs," a seven-piece jazz combo from Purdue University.

3-4 p.m. -- NBC MATINEE THEATER -- "A Question of Balance."

8:30-10:30 p.m. -- MARY MARTIN starring in ANNIE GET YOUR GUN -- Co-starring John Raitt. Music and lyrics by Irving Berlin. Book by Herbert and Dorothy Fields. Executive producer is Richard Halliday in association with Edwin Lester.

Thursday, Nov. 28

1:30-2:15 p.m. -- THE HOWARD MILLER SHOW -- With guest vocalist Buddy Greco. (NOTE: This program will be seen only on 100 Midwestern, Southern and Southeastern stations today, due to Thanksgiving Day football game coverage.)

7:30-8 p.m. -- TIC TAC DOUGH -- Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With guests Nick, Betty and Gail Clooney.

Friday, Nov. 29

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Daniel Webster and the Sea Serpent."

(more)

3 - NBC Color Telecast Schedule

Saturday, Nov. 30

12-1 p.m. -- PARADE OF ARMY CADETS AND NAVY MIDSHIPMEN PRECEDING THE ARMY-NAVY FOOTBALL GAME.

1-1:15 p.m. -- COLLEGE BANDS (Film).

1:15-Conclusion -- ARMY VS. NAVY FOOTBALL GAME.

8-9 p.m. -- PERRY COMO SHOW -- Perry's guest are Johnny Puleo and his Harmonica Gang, Ginger Rogers and Gertrude Berg.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

PLEASE MAKE FOLLOWING CHANGES ON DECEMBER COLOR SCHEDULE:

ADD: AMAHL AND THE NIGHT VISITORS, Dec. 23 -- 10-11 p.m.

DELETE: NBC MATINEE THEATER (3-4 p.m.) Dec. 16, 23, 24 and 30.

NBC-New York, 11/15/57

JACK TRACY
ROOM 320

NBC TRADE NEWS

2 COPIES X-H

November 18, 1957

PLYMOUTH DIVISION OF CHRYSLER CORPORATION TO SPONSOR 'BOB HOPE SHOW' ON NBC-TV BEGINNING SUNDAY, NOV. 24

The Plymouth Division of the Chrysler Corporation will sponsor THE BOB HOPE SHOW on the NBC Television Network beginning Sunday, Nov. 24.

The announcement was made by Jack W. Minor, Vice President of Plymouth, and Robert E. Kintner, Executive Vice President, NBC-TV Network Programs and Sales.

Hope's first show for Plymouth on Sunday, Nov. 24 will be televised from 7 to 8 p.m. (EST). It was previously announced that Johnson Motors had signed to co-sponsor three of "The Bob Hope Shows" in February, March and April, 1958.

Plymouth, already one of the most active sponsors in television, will add "The Bob Hope Show" to its other TV features.

"Plymouth is extremely proud to be able to put Bob Hope on the selling staff of our more than 8,000 Plymouth

(more)

dealers across the United States," Mr. Minor said. "As one of the entertainment world's foremost personalities, Bob Hope will give all of our dealers another top-flight television showroom, attracting additional millions of viewers."

Hope's first show for Plymouth will be a comedy and musical variety program starring Bob Hope, Sheree North, Rhonda Fleming, Francis X. Bushman, the Hollywood DebStars, and special guest Danny Thomas.

Plymouth is represented by N. W. Ayer & Son, Inc.

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NBC-New York, 11/18/57

NBC TRADE NEWS

November 18, 1957

"RUFF AND REDDY"--CARTOON SERIES ABOUT A CAT AND A DOG--
TO BE PRESENTED ON NBC-TV AS A SATURDAY MORNING FEATURE

THE RUFF AND REDDY SHOW -- Saturday morning (11 a.m., EST) cartoon series about a cat and a dog -- will make its debut over NBC-TV on Dec. 14, it was announced today by Robert F. Lewine, Vice President, Television Network Programming.

Produced for NBC by Screen Gems, Inc., the television subsidiary of Columbia Pictures, the show will feature two adventures of Ruff and Reddy, and two previously unreleased Screen Gems cartoons from the Columbia Pictures film library.

Ruff and Reddy are the creations of Fred Hanna and Joe Barbera, originators of the prize-winning "Tom and Jerry" cartoons.

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NOTE TO EDITORS:

This issue of the NBC Daily News Report contains cast, credits and production data for THE PIED PIPER OF HAMELIN Tuesday, Nov. 26 (NBC-TV colorcast, 7:30-9 p.m., EST). Yellow-tinted paper is used for your convenience and ready identification.

NBC RADIO STATIONS WJAS AND WJAS-FM, PITTSBURGH, CHANGE CALL LETTERS TO WAMP AND WFMP

NBC's newly acquired radio stations WJAS and WJAS-FM, Pittsburgh, changed their call letters to WAMP and WFMP today (Nov. 18), it was announced by H.W. (Hank) Shepard, General Manager of the stations.

In selecting new call letters for the stations, Shepard added the "P" for Pittsburgh to the "AM" and "FM" designations for the two stations.

Use of the new call letters was made possible because of the generous cooperation of the American President Lines, Shepard explained. WAMP, previously a familiar radio call on the major sea lanes, was used by 34 ships of the American President Lines during their trans-Pacific and round-the-world voyages and has circumnavigated the globe 734 times. The call was relinquished by the steamship line to the NBC Pittsburgh stations.

WAMP operates on a frequency of 1,320 kilocylces with power of 5,000 watts. WFMP operates on a frequency of 99.7 megacycles with power of 24 kilowatts. NBC assumed ownership of the stations on Nov. 1.

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NBC-New York, 11/18/57

NBC-TV NEWS

NBC-TV MAKES CLEAN SWEEP OF 1957 TELEVISION AWARDS OF NATIONAL ASSOCIATION FOR MENTAL HEALTH

NBC-TV has made a clean sweep of the 1957 television awards presented by the National Association for Mental Health for an "outstanding and continual effort to acquaint the American public with the facts about mental illness and mental health."

The recipients of the awards, announced by NAMH President F. Barry Ryan Jr., are: TODAY, for the April 30 and May 1 live and film report on mental hospital progress and rehabilitation of the mentally ill; TONIGHT, for its live remote coverage May 2, of modern mental hospital treatment methods; and HOME, for its Aug. 7 interpretation of the NAMH booklet, "How to Deal with Your Tensions."

George M. Rogers Jr., Manager of Administration for NBC-TV Participating Program, will accept the awards on behalf of the network at the NAMH annual meeting in Atlantic City, Thursday, Nov. 21.

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NBC-New York, 11/18/57

NBC TELEVISION NEWS

November 18, 1957

BIG STARS, GIANT BALLOONS, GALA FLOATS AND MARCHING BANDS WILL HIGHLIGHT NBC TELECAST OF MACY'S THANKSGIVING DAY PARADE

The 31st annual MACY'S THANKSGIVING DAY PARADE in New York will be seen on NBC-TV Thursday, Nov. 28, from 11 a.m. to 12 noon, EST.

The telecast will be sponsored by the Sweets Company of America, Inc., and the Ideal Toy Corporation. The traditional parade will be over two miles long and will feature TV and movie stars, bands, floats and the famous Macy balloons.

Hugh O'Brian (TV's Wyatt Earp) will be the grand marshal. Farley Granger, Hopalong Cassidy, Eddie Foy Jr., and Margaret O'Brien will appear in the procession, too. Along with the guests will be 13 bands and drum-and-bugle corps. There will be five giant helium-filled balloons that have come to be a trademark of the parade. In addition to the observation, spaceman, turkey and soldier balloons will be a new inflated figure of Popeye.

Nine giant floats will be in the line of march -- one with a Shirley Temple contest-winner(with dolls from Santa's workshop)and others depicting "The Arabian Nights," "Cinderella," a circus, the steamboat Amazon Queen, a side-show, the Roller Skate Queen, a bell-

(more)

ringer (with New York University's Chapel Choir), and last -- but certainly not least -- Santa Claus.

The parade begins at 77th Street and Central Park West, goes down Central Park West, across 59th Street to Broadway, and down Broadway to 34th Street.

A platform will be constructed at Herald Square, from which vantage point commentators Bert Parks and David Brinkley will keep NBC-TV viewers abreast of all activities.

Four cameras, a dozen microphones, and the NBC-TV mobile unit will be used to cover the event.

The program will be produced for NBC by Ed Pierce and directed by Charles Christiansen.

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NBC-New York, 11/18/57

CAST, CREDITS, PROGRAM AND PRODUCTION DATA FOR COLORCAST
OF 'THE PIED PIPER OF HAMELIN' ON NBC-TV
TUESDAY, NOV. 26 (7:30-9 P.M., EST)

CAST

PIED PIPER AND TRUSON THE SCHOOLMASTER (DUAL ROLE).....VAN JOHNSON

MAYOR OF HAMELIN.....CLAUDE RAINS

MARA (MAYOR'S DAUGHTER).....LORI NELSON

JOHN'S GRIEVING MOTHER.....KAY STARR

COUNCIL MEMBER AND MAYOR OF HAMELOUT (DUAL ROLE).....STANLEY ADAMS

COUNCIL MEMBER.....DOODLES WEAVER

PAUL (PRINCIPAL CHILD ROLE).....RENE KORPER

HAMELIN BOYS.....ALAN AARONSON, BRIAN CORCORAN

HAMELIN GIRL.....KATHIE ANDERSON

HAMELIN MEN.....OLIVER BLAKE, JOSEPH SARGEANT, JESS KIRKPATRICK

HAMELIN WIVES....AMZIE STRICKLAND, FINTAN MEYLER, NORA MARLOWE

COUNCILMEN.....LES CLARK, JAMES GONZALES, JAY MEYERS, DICK WESSIER

TOWNSMEN.....JIM ELSEGOOD, DEAN MILES

SERVANTS.....FRED HANSEN, ALEX GOUDOVITCH, JACK MATTIS,
CAREY LAVERETTE

TOWN CRIER.....CYRIL DELEVANTI

* * *

(more)

21. (SECOND) FRUGRAM AND PROMOTION TEAM NEW DEPARTMENT
OF THE MID PINES 4-H HERITAGE FOR 2000-01
(TUESDAY, NOV. 26, (7:30-9 P.M.) EST)

CAST

MR. AND TRENDS THE SHOWCASE (TEAM 4-H).....VAN BUREN
HANDLER.....ALDEN GRAHAM
ZOR/18 DRAGSTER).....LORI HIBBEN
STRIPING WOMAN.....JAI GRAHAM
TRUCKER AND DRIVER OF MUSTANG (JUNA TEAM).....JENNIFER
WOMAN.....DORENE
INDIVIDUAL CHILD TOLD).....ROSE
ROSA.....ALAN MARTINSON, ERIN
CHIEF.....
ED.....OLIVER
VIVEN.....
ON.....LEE
.....
.....
T.....

* * *

"THE PIED PIPER OF HAMELIN" IS A HAL STANLEY PRODUCTION

(FILMED IN HOLLYWOOD)

PRODUCTION STAFF

PRODUCER.....HAL STANLEY

DIRECTOR.....BRETAIGNE WINDUST

ASSISTANT DIRECTOR.....MAURICE VACCARINO

DIRECTOR OF PHOTOGRAPHY.....WILLIAM SNYDER

ART DIRECTOR (PRODUCTION DESIGN).....ARTHUR LONARGEN

MUSICAL DIRECTOR.....PETER KING

CHOREOGRAPHER.....WARD ELLIS

WARDROBE.....BY BERMAN OF LONDON

BOOK AND LYRICS.....HAL STANLEY AND IRVING TAYLOR

PRODUCTION SUPERVISOR.....RICHARD LARSEN

SPECIAL PHOTOGRAPHIC EFFECTS.....JACK RABIN, LOUIS DEWITT, IRVING BLOCK

SUPERVISING FILM EDITOR.....FLOYD KNUTSON

COLOR SUPERVISOR.....ALEX QUIROGA

SOUND.....HARRY LINDGREN

HAIR STYLIST.....SCOTTY RACKIN

SCRIPT SUPERVISOR.....MERCY A. WEIRETER

MUSIC EDITOR.....KENNY WILHOIT, EARL DURTH

MAKEUP.....GENE HIBBS

(more)

"THE PIED PIPER OF HAMELIN" IS A HAL STANLEY PRODUCTION

(FILMED IN HOLLYWOOD)

PRODUCTION STAFF

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DIRECTOR OF PHOTOGRAPHY.....WILLIAM SNYDER

ART DIRECTOR (PRODUCTION DESIGN).....ARTHUR LONARGEN

MUSICAL DIRECTOR.....PETER KING

CHORKOGRAPHER.....WARD ELLIS

WARDROBE.....MY DERMAN OF LONDON

BOOK AND LYRICS.....HAL STANLEY AND

IRVING TAYLOR

PRODUCTION SUPERVISOR.....RICHARD LARSEN

SPECIAL PHOTOGRAPHIC EFFECTS.....JACK RABIN, LOUIS

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COLOR SUPERVISOR.....ALEX QUIROGA

SOUND.....HARRY LINDGREN

HAIR STYLIST.....SCOTTY HACKIN

SCRIPT SUPERVISOR.....DENCY A. NEIRETER

MUSIC EDITOR.....FENNY WILHOIT, HARL

WARDROBE SUPERVISORS.....BYRON MUNSON, MARIA DONOVAN

NBC PRESS REPRESENTATIVES.....TED SWITZER (HOLLYWOOD), BOB LE DONNE (NEW YORK)

* * *

SPONSOR.....LIGGETT AND MYERS TOBACCO COMPANY FOR CHESTERFIELD, L&M AND OASIS FILTER CIGARETTES.

ADVERTISING AGENCY....McCANN-ERICKSON, INC.

* * *

STORYLINE

The town of Hamelin, a 12th century Bavarian village, has thrown all its energy and resources into building a huge tower with an impressive clock. With this, the townspeople, led by their vain and unscrupulous Mayor (Claude Rains), hope to win the King's banner and the coveted honor of being the King's clockmakers. All the adults in the village have rallied behind the plan. In addition, over the heated objections of Truson the schoolmaster (Van Johnson), the Mayor has ordered that the children give up both school and play to devote all their time to the project.

However, a calamity falls upon the town. Hordes of rats, driven from a neighboring village by a flood, invade Hamelin, killing the dogs and cats, attacking adults and children alike, and devouring the cupboards.

(more)

The Pied Piper (also played by Van Johnson), who has a knack of popping up whenever his magical music is needed to rid a village of a scourge of one sort or another, agrees to spirit away the hateful rodents for 50,000 guilders -- the entire contents of the town treasury.

But when the Piper's task is completed, the Mayor and his henchmen on the Council cheat the Piper of his pay. They want to melt the guilders into golden chimes for their prized clock. Glory, not honor, is their goal. The townspeople go along with the scheme.

The Piper takes his vengeance upon the greedy adults of Hamelin by luring away the blameless children. They happily follow him and his joyful music. With the children gone, Hamelin finds itself in the midst of a calamity far more painful than its plague of rats. The townspeople turn to the Mayor and his henchmen for help. But their only reply is with decrees and cannon fire -- and this is not enough to bring back the children of Hamelin. Something more is needed -- and that is supplied by Truson the schoolmaster.

* * *

SYNOPSIS OF SCENES

ACT I

Scene 1 - Clearing in forest (Piper is introduced).

2 - A meadow (Truson is introduced).

3 - Market place (Town of Hamelin is introduced).

4 - Interior of schoolhouse (Mara-Truson romance is introduced).

5 - Interior of council room (Mayor and Council are introduced).

(more)

The Piper (also played by the Jackson), who has a
[illegible] popping up unexpected his magical music is needed to [illegible]
of a scourge of one sort or another. [illegible] to split [illegible]
[illegible] rodents for 50,000 guilders -- the entire [illegible]
[illegible].

But when the Piper's turn is overlooked, the [illegible]
[illegible] the Council chest the Piper of his pay. They [illegible]
[illegible] into golden chimes for their [illegible]
[illegible] their [illegible]. The [illegible] go along with the [illegible].

The Piper takes his [illegible] upon the [illegible] [illegible]
by luring away the [illegible] children. [illegible]
his joyful music. With the children [illegible]
[illegible] of a calamity [illegible]
the Townspeople turn to the [illegible] and [illegible]
[illegible] only [illegible] with [illegible]
[illegible] to bring back the children of [illegible]
-- and that is supplied by [illegible] the [illegible].

* * *

[illegible]

[illegible]

- [illegible] in [illegible] (Piper is [illegible]).
- A [illegible] ([illegible] is [illegible]).
- [illegible] place (Town of [illegible] is [illegible]).

ACT I (CONT'D)

Scene 6 - Montage of Hamelin townspeople (Invasion of rats).

7 - Council Room (People demand help).

8 - Town Square (Piper plays for children; promises to remove rats).

9 - Council room (Mayor plans to deceive piper).

10 - Town Square (Mayor accepts piper's offer).

11 - Exterior Hamelin, night (Town reacts as rats piped from town).

ACT II

Scene 1 - Exterior Hamelin-day (Town reacts to absence of rats).

2 - Exterior of Town Hall (Mayor plans feast for King's emissary).

3 - Interior school room (Piper sings to children).

4 - Interior Town Hall (Mayor deceives piper-refuses payment).

5 - Interior Mara's bedroom (Mayor demands daughter marry emissary).

6 - Exterior town (Piper awaiting payment).

7 - Interior Council Chamber (Truson pleads to pay the piper).

8 - Clock Tower (Payment deadline passes - piper destroys clock).

9 - Town gate - (Arrival of emissary-jailing of Truson)

10 - Interior of jail - (Mara visits Truson in prison)

11 - Hamelin street - (Piper pipes children from town)

12 - Interior Council Chamber (Mara interrupts feast)

13 - Exterior mountain (Mountain opens-children enter)

(more)

ACT 2 (Contd)

- Mortgage of Hamelin Townspeople (Revision of rats).
- Council Room (People Demand Help).
- Town Square (Piper plays for children; promises to remove rats).
- Council Room (Mayor plans to deceive Piper).
- Town Square (Mayor accepts Hamelin offer).
- Exterior Hamelin, Night (Town Square to town Piped Town Town).

ACT 3

- Exterior Hamelin-day (Town Square to Student of rats).
- Exterior of Town Hall (Mayor plans Hamelin for Hamelin ordinary).
- Interior School Room (Piper plays to children).
- Interior Town Hall (Mayor deceives Piper-refuses payment
- Interior Mural's Bedroom (Mayor demands Hamelin party ordinary).
- Exterior Town (Piper assisting payment).
- Interior Council Chamber (Trouble Hamelin to buy the piper
- Clock Tower (Payment deceiving person - piper destroys ol
- Town Gate - (Arrival of Hamelin-Jailing of Trusses)
- Interior of Jail - (Town Visits Trusses in prison)
- Hamelin Street - (Piper plays children from town)

ACT III

Scene 1 - Exterior Hamelin (John's mother symbolizes town's sorrow).

2 - Interior prison (Paul visits Truson).

3 - Exterior hillside (Mayor orders cannons to blast mountain).

4 - Village Square (Mayor blames Truson but Truson made new mayor).

5 - Village Square-later (Truson pays piper-children return).

* * *

MUSIC SYNOPSIS

(Music Based on Edvard Grieg's "Peer Gynt Suite")

ACT I

Scene 2 - "Work Song".....Hamelin children

"Women Digging Clay".....Hamelin women

"Men Mixing and Firing Bricks".....Hamelin men

"How Can I Tell You?" (Concerto A Minor).....Truson

"Prestige Song".....Mayor and Councilmen

"Feats of the Piper" (Anitra's Dance)...Piper

ACT II

Scene 3 - "Flim Flam Floo".....Piper

4 - "Prestige Song Reprise".....Mayor and Councilmen

(more)

ACT III

- Exterior Hamelin (John's mother symbolizes town's [illegible]
- Interior prison (Paul visits Truson).
- Exterior hillside (Mayor orders cannons to blast [illegible]
- Village Square (Mayor blames Truson but Truson [illegible] mayor).
- Village Square-later (Truson pays piper-children [illegible]

* * *

MUSIC SYNOPSIS

(Music Based on Edward Grieg's "Poor Dyrt Suite")

ACT I

- "Work Song".....Hamelin children
- "Women Digging Clay".....Hamelin women
- "Men Mixing and Hiring Beings".....Hamelin men
- "How Can I Tell You?" (Concerns A Miner).....Truson
- "Prestige Song".....Mayor and Councilmen
- "Peace of the Piper" (Anitra's Dance)...Piper

ACT II

- "Film Wise Kids"

ACT II (CONT'D)

Scene 5 - Version of "Work Song".....Mara

6 - "Fool's Gold" (Solveng's song).....Piper

9 - "Welcome Song" (Arabian Dance).....Townspeople

10 - "How Can I Tell You?" (Mara's Reprise).....Mara

ACT III

Scene 1 - "Mother's Lament" (Ase's Death).....John's mother

2 - "Fool's Gold" Reprise (Solveng's Song).....Truson

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NBC-New York, 11/18/57

November 18, 1957

DEPARTMENT OF DEFENSE COMMENDS 'WIDE WIDE WORLD' TV CLINIC FOR INFORMATION OFFICERS OF ARMED FORCES

WIDE WIDE WORLD's TV clinic for information officers of the armed forces has been commended by the Department of Defense as being "of greatest value to key officers and officials in the Pentagon and the field."

The briefing in TV production techniques, held in New York Nov. 14 and 15, was organized by Barry Wood, executive producer of NBC-TV's "Wide Wide World," and Arch Robb, the program's director of administration. It was attended by more than 40 information officers of the Army, Navy, Air Force, Marine Corps, and Coast Guard.

Among those attending the meeting was Col. Bertram Kalisch, in charge of radio, television and pictorial activities for the Department of Defense. Speaking for the Department, Col. Kalisch said.

"The meeting has been of the greatest value to key officers and officials in the Pentagon and the field. The briefings, in layman's language, of network operations, programs and technical requirements gave all in attendance a preview of television progress and potential.

"The clinic has helped not only NBC, but the entire television industry. It has created a better understanding of how the services can cooperate to provide maximum information on armed forces activities to the public." (more)

Among others present were Col. Daniel Parker and Maj. Robert Cranston of the Army, Russell Wagner and Col. Charles Brown of the Air Force, Rear Admiral C.C. Kirkpatrick and Captain David S. Edwards of the Navy, Col. H.D. South and Major W.L. McCullough of the Marine Corps, and Commander A.E. Carlson of the Coast Guard.

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NBC-New York, 11/18/57

NBC TRADE NEWS

PETER HACKES STARTS MONDAY-THROUGH-FRIDAY ANCHOR ASSIGNMENT ON NBC RADIO'S "WORLD NEWS ROUNDUP"

NBC News' WORLD NEWS ROUNDUP has a new Monday-through-Friday commentator and origination point, starting today. NBC News correspondent Peter Hackes anchors the NBC Radio show as it originates on those five days each week from Washington instead of New York. Hackes calls in correspondents from all over the world on the show.

Henry Cassidy, who had handled the show before, heads the Saturday and Sunday "World News Roundup" from New York. Cassidy is also available for other assignments for NBC News.

"World News Roundup" is heard from 7:30-7:45 a.m., EST, Monday through Saturday. On Sundays, it is heard from 9:05 to 9:15 a.m., EST.

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NBC-New York, 11/18/57

CREDITS FOR 'THE INNOCENT YEARS' ON NBC-TV

DATE AND TIME: NBC-TV, Thursday, Nov. 21, 10-11 p.m., EST

DESCRIPTION: An NBC-TV "Project 20" re-creation of the years 1900-1917 in the U.S. from rare film of the time, much of it new to contemporary American viewers and most of it never before seen on TV.

MAJOR PERSONALITIES: Theodore Roosevelt, Mark Twain, William Howard Taft, William Jennings Bryan, Lillian Russell, Thomas Alva Edison, Mary Pickford, Lillian Gish, Charlie Chaplin, The Keystone Cops, Woodrow Wilson, John J. Pershing and others.

MAJOR SUBJECTS: Immigration, growth of New York City, President McKinley's funeral, the first automobiles, the passing of river steamboats, circus, country fair, Summer amusements, the Curb Exchange, growth of industry (and child labor), Russo-Japanese peace treaty, the U.S. Navy and the

(more)

MAJOR SUBJECTS: (CONT'D)	Great White Fleet, Taft's campaign and election (1908), ladies' fashions, Suffragettes, theatre and vaudeville, development of the silent movies, San Francisco earthquake, Dayton flood (1913), Bull Moose campaign, Mexican border warfare, pre-World War I preparedness movement.
PRODUCED BY:	Henry Salomon
WRITTEN BY:	Henry Salomon and Richard Hanser
DIRECTED BY:	Donald Hyatt
EDITED BY:	Silvio D'Alisera
MUSIC ARRANGED AND CONDUCTED BY:	Robert Russell Bennett
NARRATED BY:	Alexander Scourby
FILM RESEARCH:	Daniel Jones
SPONSOR:	The Timken Roller Bearing Company
AGENCY:	Batten, Barton, Durstine & Osborn

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NBC-New York, 11/18/57

RISE STEVENS, GEORGIA GIBBS AND RCA VICTOR'S GEORGE R. MAREK WILL BE GUESTS OF "YOUTH WANTS TO KNOW" SUNDAY, NOV. 24

Singers Rise Stevens and Georgia Gibbs, and George R. Marek, Vice President, RCA Victor Record Division, will be the guests on Theodore Granik's YOUTH WANTS TO KNOW Sunday, Nov. 24 (NBC-TV, 3-3:30 p.m., EST; NBC Radio as part of "Monitor," 10:30-11 p.m., EST).

The show will originate from New York, with teenagers from that area questioning the guests. Steve McCormick will moderate.

JILL COREY CHOSEN 'MISS MISTLETOE OF 1957'

Jill Corey, one of the singing stars of NBC-TV's YOUR HIT PARADE colorcasts has been designated "Miss Mistletoe of 1957" by the Mistletoe Shippers Council. She was chosen as "the girl any American man would love to meet under the mistletoe." The committee added, "In selecting our Miss Mistletoe, we looked for a girl with the dignity and ladylike qualities of a real queen, and we felt the popular Miss Corey could best fill this bill, also ably representing the romantic tradition of mistletoe at Christmas."

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NBC-New York, 11/18/57

MASQUERS CLUB OF HOLLYWOOD TO HONOR ART LINKLETTER

Art Linkletter, emcee of NBC's PEOPLE ARE FUNNY (NBC-TV, Saturdays, 7:30 p.m., EST; NBC Radio, Wednesdays, 8:05 p.m., EST) will be honored by the Masquer Clubs of Hollywood for his community service at a testimonial dinner on Friday, Nov. 22. Pat O'Brien will be toastmaster of the event, which will be attended by television and movie personalities including John West, Howard Meighan, Dr. Frank C. Baxter, Hugh O'Brian, Nat King Cole, Charles Correll, Bob Crosby, Joe Frisco, Zsa Zsa Gabor, George Gobel, Gisele MacKenzie, Louella Parsons, Barbara Stanwyck, Chill Wills and Marie Wilson.

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NBC TRADE NEWS

NAT KING COLE TO FILL SIX DATES IN AUSTRALIA

Nat King Cole will take advantage of his NBC-TV show's absence from the air Tuesday, Nov. 26 to go to Australia for six days of appearances.

The "King" will leave by air for three days in Sydney and three in Melbourne. He will be accompanied by his trio -- Lee Young, Charles Harris and John Collins -- and by Mrs. Cole. THE NAT KING COLE SHOW resumes on NBC-TV on Tuesday, Dec. 3 (7:30-8 p.m., EST) when the guest will be Betty Hutton.

The customary time-spot for 'The Nat King Cole Show' will be filled Tuesday, Nov. 26 by the first half-hour of the 90-minute color special, "The Pied Piper of Hamelin" starring Van Johnson (7:30-9 p.m., EST).

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NBC-New York, 11/18/57

[illegible]

Ant Lindstrom, emcee of NBC's PROFILE AND FUNDY (NBC-TV, [illegible] 7:30 p.m., EST; NBC Radio, Wednesdays, 8:05 p.m., EST) [illegible]onored by the Pasquale Clems of Hollywood for his [illegible] [illegible]t a testimonial dinner on Friday, Nov. 22. Pat O'Brien [illegible]astmaster of the event, which will be attended by [illegible] personalities including John West, Howard Meighan, Dr. [illegible] Baxter, Hugh O'Brian, Nat King Cole, Charles Correll, Bob [illegible]os Prince, Zsa Zsa Gabor, George Gobel, Gisele MacKenzie, [illegible]orsone, Barbara Stanwyck, Chill Wills and Marie Wilson.

NBC TRADE NEWS

NAT KING COLE TO KILL SIX DATES IN AUSTRALIA

Nat King Cole will take advantage of his NBC-TV show's [illegible]rom the air Tuesday, Dec. 30 to go to Australia for six [illegible]ances.

The "King" will leave by air for three days in Sydney and Melbourne. He will be accompanied by Nat King -- Lee Young [illegible]arris and John Collins -- and by Mrs. Cole. THE NAT KING [illegible] resumes on NBC-TV on Tuesday, Dec. 4 (7:30-8 p.m., EST) [illegible] will be Betty Hutton.

CREDITS FOR 'TEXACO COMMAND APPEARANCE' HONORING ETHEL BARRYMORE ON NBC-TV, SATURDAY, NOV. 23 (10 to 11 P.M., EST)

FORMAT: Ethel Barrymore, often termed "the queen of the American theatre's royal family," will be the honored star. The full-hour telecast will be a "celebration of the theatre" in the form of a party for Miss Barrymore. It will feature top name stars in addition to Miss Barrymore. Each performance will coincide with a facet of the 58-year stage career of Miss Barrymore.

STAR: ETHEL BARRYMORE, HONORED BY AMERICAN THEATRE WING.

GUEST STARS: Joseph Cotten, Tallulah Bankhead, Ethel Barrymore Colt, Vic Damone, Dolores Gray and Peter Lawford. Also "stars of baseball" Leo Durocher, Fred Haney, Casey Stengel and Roy Campanella.

PRODUCER: Burt Shevelove

ASSOCIATE PRODUCER: Shelly Hull

DIRECTOR: Paul Harrison

MUSICAL DIRECTOR: Paul Weston

(more)

2 - Credits - 'Texaco Command Appearance'

SPECIAL MATERIAL;	Ralph Blane
VOCAL ARRANGER:	Buster Davis
CHOREOGRAPHER;	Rod Alexander
TECHNICAL DIRECTOR;	Joe Strauss
TECHNICAL OP. SUPERVISOR;	Dean Reed
ASSOCIATE DIRECTOR:	Edith Johnson
ART DIRECTOR:	Robert Corrigan
LIGHTING DIRECTOR:	Del Jack
WARDROBE SUPERVISOR:	Marty King
STAGE MANAGERS:	Tom Foulkes and Paul Rose
AUDIO:	Bill Cole
CAMERAMEN:	Bob Ruben, Bill Lee, Bob Pearson, Bob Rogers.
UNIT MANAGER:	James Loren
AGENCY:	Cunningham & Walsh, Inc.
ORIGINATION:	NBC Studios, Burbank, Calif.
PRODUCED BY:	Henry Jaffe Enterprises, Inc., in association with the American Theatre Wing.
NBC PRESS CONTACTS:	Jane Westover (Hollywood); Priscilla Campbell (New York).

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NBC-New York, 11/18/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

THOMAS J. LIPTON INC. TO SPONSOR 'THE CALIFORNIANS'
ALTERNATE TUESDAYS ON NBC-TV

Thomas J. Lipton, Inc., will sponsor THE CALIFORNIANS, NBC-TV's historic adventure series starring Adam Kennedy and Sean McClory, on alternate Tuesdays starting Jan. 7 (10-10:30 p.m., EST), it was announced today by William R.(Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Singer Sewing Machine Company, which currently sponsors "The Californians" every week, will co-sponsor the film series with Thomas J. Lipton.

Young and Rubicam, Inc. is the advertising agency representing Thomas J. Lipton, Inc.

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NBC-New York, 11/19/57

November 19, 1957

Attention, Sports Editors

NBC TO COVER 7 POST-SEASON GRID GAMES, 15 PRO BASKETBALL CONTESTS AND 7 HIALEAH RACES ON WINTER SPORTS SCHEDULE

Telecasts of seven post-season football games, 15 professional basketball contests and seven stake races at Hialeah are among the highlights of NBC's sports schedule this Winter, according to Tom S. Gallery, NBC Sports Director.

The network's sports calendar for the coming months also lists the recently announced championship bowling tournament and weekly boxing bouts.

The football lineup includes five attractions during the Christmas-to-New Year's period. These five games, to be covered by NBC Radio as well as NBC-TV, are:

Saturday, Dec. 28 (1:45 p.m., EST) -- 20th annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.

Saturday, Dec. 28 (4:45 p.m., EST) -- 33rd annual East-West Shrine Game at Kezar Stadium, San Francisco, Calif.

Sunday, Dec. 29 -- National Football League Championship game, in park of Western Conference titleholder (time depends on location of game).

(more)

Wednesday, Jan. 1 (1:45 p.m., EST) -- 24th annual Sugar Bowl Game at New Orleans, La.

Wednesday, Jan. 1 (4:45 p.m., EST) -- 44th annual Rose Bowl Game at Pasadena, Calif. (NBC-TV also will cover the Tournament of Roses Parade in Pasadena.)

NBC-TV will carry two other post-season contests in mid-January, one day apart. They are:

Saturday, Jan. 11 (3 p.m., EST) -- ninth annual Senior Bowl game at Ladd Memorial Stadium in Mobile, Ala.

Sunday, Jan. 12 (3:45 p.m., EST) -- Pro Bowl clash between Eastern and Western stars of the National Football League, at Los Angeles Coliseum.

This will be the seventh consecutive year that NBC has presented TV and radio coverage of football's number one bowl classic, the Rose Bowl Game. It is the fourth consecutive year on NBC for the Blue-Gray game, and the third straight year for the East-West and NFL Championship games. The Sugar Bowl Game will be on NBC-TV for the first time -- it was an NBC Radio feature from 1936 through 1942. The Pro Bowl Game was on NBC-TV previously in 1952 and 1953. This is the first time that the Senior Bowl Game is being televised.

Telecasts of National Basketball Association professional games will be back on NBC-TV starting Saturday, Dec. 14. The 15-game schedule will skip Dec. 28, when football reigns all afternoon on NBC-TV then resumes Jan. 4 and continues through March 29. The last three Saturdays will be playoff tilts. Telecast time will be 2 p.m., EST, except for the Jan. 11 contest, which will begin at 1 p.m. EST to avoid conflict with Senior Bowl football. The TV slate will include games in all eight cities in the NBA.

(more)

NBC-TV's basketball coverage this Winter also will include regional telecasts of 10 Pacific Coast Conference games, starting Saturday, Jan. 4. They will be seen only in National Collegiate Athletic Association District 8, which comprises California, Oregon, Washington, Idaho and Nevada.

The seven-week "Racing from Hialeah" card will start Saturday, Jan. 18. In addition to NBC-TV's half-hour coverage, NBC Radio will carry the call of the race, starting a few minutes before post time. The final two races in the series will be $100,000-added events, the Widener Handicap Saturday, Feb. 22 and the Flamingo Stakes Saturday, March 1.

The final round of the first World's Invitational Match-Game Bowling Championship Tournament will be covered by NBC-TV and NBC Radio Friday, Dec. 13 (10 to 11 p.m., EST) at the Chicago Coliseum. The bowling tourney will be the "Gillette Cavalcade of Sports" presentation that night, but the regular Friday night series of boxing bouts will resume Dec. 20. The weekly bouts have been presented on the NBC-TV network since 1946 and on the NBC Radio network since 1954.

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NBC-New York, 11/19/57

November 19, 1957

OHIO EDUCATION ASSOCIATION GIVES NBC'S "MEET THE PRESS"
FIRST PLACE AMONG ADULT TELEVISION PROGRAMS

NBC's MEET THE PRESS has been voted first place among adult television programs by the Ohio Education Association.

"Meet the Press" was nominated for the honor by 300 local education associations throughout Ohio and then selected by 30 panels of school teachers. An award to the program will be presented Friday, Nov. 22, at Columbus, Ohio.

Voting took place in three program categories -- adult television, adult radio and children's television. Last year's winner in the adult television division was NBC-TV's "Wide Wide World."

"Meet the Press" is produced by Lawrence Spivak. It is scheduled over NBC-TV from 6-6:30 p.m., EST, Sundays, and on NBC Radio as part of "Monitor" from 6:30-7 p.m., EST, Sundays. Ned Brooks is moderator.

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NBC-New York, 11/19/57

NBC TRADE NEWS

November 19, 1957

MEL BRANDT NAMED HOST, NARRATOR, STORY EDITOR FOR 'MODERN ROMANCES';
MARTHA SCOTT LEAVING SERIES FOR STARRING BROADWAY ROLE

Mel Brandt will step into a new role on Monday, Nov. 25 as host, narrator and story editor on NBC-TV's MODERN ROMANCES (telecast Monday through Friday, 4:45 p.m., EST).

He replaces Martha Scott who requested release from the dramatic daytime series to accept a starring role in the forthcoming play "Cloud Seven."

Mel -- unseen -- has been assigned most recently as a "voice" on television. However, about 10 years ago, he appeared in such dramatic shows as "Kraft Television Theatre," "Gangbusters" and "Counterspy," among others. Quite by accident, in 1947, when he appeared for a dramatic show audition, he was auditioned -- and hired -- as an announcer for NBC Radio's "When a Girl Marries." Next he became a staff announcer. From 1955 to 1957, he was the familiar "voice over" on NBC-TV's "Producer's Showcase." He is also a communicator for NBC Radio's "Monitor."

* * *

(more)

Margaret Phillips, Wesley Addy, Lonnie Chapman and Valerie Cossart are featured in a drama of ghostwriting -- "The Shadow Hand" -- the four-part presentation on "Modern Romances" for Nov. 25, 26, 27 and 29. (Thursday's episode will be pre-empted by NBC's football coverage.)

Monday, Nov. 25 -- Lisa (Miss Phillips) who works for a magazine and is engaged to Jim (Addy), the son of a famous author, is approached by Charley (Chapman), who wants to interview the author. The author's wife, Mrs. Maseland (Miss Cossart) resents Charley's request. Charley intimates to Lisa something is amiss at Maseland household. Tuesday, Nov. 26 -- Unable to get satisfactory answer about Maseland's whereabouts, Lisa breaks off with Jim. Wednesday, Nov. 27 -- Jim tells Charley his father is paralyzed but is dictating a screen play to him. Later, Charley learns Jim is writing the script himself and he begins plans to blackmail Jim. Friday, Nov. 29 -- Jim tells truth about his father.

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NBC-New York, 11/19/57

NBC-TV NEWS

CHANGES IN THEME MUSIC LIST

NOTE TO EDITORS: Please make the following corrections and additions to the list of theme music on NBC-TV programs:

CLUB OASIS -- "A Night Out," by Pete King.

THE FORD SHOW -- "Happy Theme," by Walter Schumann, is the opening theme. "Bless Your Pea Pickin' Heart" is used for the closing only.

THE LORETTA YOUNG SHOW -- Kill: "Nude Descending Staircase."
Add: "Dear Loretta," by Harry Lubin.

MODERN ROMANCES -- "Romantic Rhapsody" is by Felton Rapley, (not Chapel as previously listed).

THE POLLY BERGEN SHOW -- "The Party's Over," by Jule Styne, is used for both opening and closing.

THE PRICE IS RIGHT -- "Sixth Finger Tune" is by Strouse.

TONIGHT -- "Enchantment," by Richard Himber -- opening.
"Ecstasy," by Mort Lindsey -- closing.

YOUR HIT PARADE -- "So Long for a While," by Irving Chansky, is used for the closing only.

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NBC-New York, 11/19/57

CREDITS FOR 'MIRACLE IN THE DESERT' ON 'WIDE WIDE WORLD'

TIME:	NBC-TV, Sunday, Nov. 24, 4-5:30 p.m., EST.
SPONSOR: (For entire series)	General Motors
AGENCY:	MacManus, John & Adams, Inc.
EXECUTIVE PRODUCER:	Barry Wood
PRODUCER:	Alan Neuman
HOST:	Dave Garroway
DIRECTOR:	Van Fox
ASSOCIATE PRODUCER:	David Englander
WRITER:	Will Sparks
MUSIC COMPOSER AND CONDUCTOR:	David Broekman
EXECUTIVE STAFF:	Arch Robb, Ed Faught, Ed Wilbur.
TECHNICAL SUPERVISOR:	Whitney Baston
UNIT MANAGER:	Claude Traverse
FORMAT:	To show the transformation of America's Southwest, "Wide Wide World" will go to the area around Phoenix and Tucson, Ariz., and visit "Old Tucson" for a look at the region's past, to Maryvale to see a suburb that is growing at the rate of 12 houses a day, to a ranch that combines the once-hostile elements

(more)

FORMAT: (CONT'D)

of farming, cattle-raising and sheep-herding; to the Paradise Valley Racquet Club to see one of the Southwest's most luxurious resorts; to the University of Arizona to learn about some of the latest findings in archeology, solar, energy, astronomy and dendrochronology (tree-ring reading); and to Youngstown, a community of retired people, all more than 50 years of age.

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NBC-New York, 11/19/57

NBC COLOR TELEVISION NEWS

GOBEL ON THE GO--HE WILL VISIT CINCINNATI, ST. JOSEPH (MICH.) AND CHICAGO

George Gobel will embark on a whirlwind tour of three cities tomorrow (Wednesday, Nov. 20) which will take him to Cincinnati, St. Joseph (Mich.) and Chicago in the space of four days.

Gobel's first stop will be in Cincinnati, since it is there that the winner of the Gobel Contest, Mrs. Fred J. Schneider, lives. Mrs. Schneider wrote the winning letter on the topic "Why I Would Like to Win George Gobel for My Home Town." The comedian, star of THE GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER (NBC-TV, alternate Tuesdays, 8 p.m., EST, in color and black and white) will deliver Mrs. Schneider's prizes -- an RCA Victor color television set and an RCA Whirlpool freezer in person to her home. He then will tour the town and that evening will stage a variety show for the citizens of Cincinnati, as a benefit for the Fireman-Post "Mile of Dimes Fund."

On Friday, Nov. 22 Gobel will move to St. Joseph to tour the plant and offices of the Whirlpool Corporation -- a co-sponsor of Gobel's TV show.

Next, George will fly to Chicago to make an appearance at the Chicago Sun-Times benefit in the Chicago Stadium. This will be in the nature of a triumphal return to his hometown.

On Sunday, Nov. 24, Gobel will return to Hollywood where he hopes to relax with his family and play golf until Wednesday, Nov. 27 when he goes into rehearsal for his Tuesday, Dec. 3 show.

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NBC-New York, 11/19/57

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

November 20, 1957

SPONSORS PLACE ORDERS TOTALING ALMOST $2,000,000 IN NEW BUSINESS FOR NBC-TV DAYTIME SHOWS

New daytime business amounting to almost $2,000,000 in gross billings, and including an extensive 52-week purchase by the Procter and Gamble Company, has been placed with the NBC-TV network during the past week, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The new sales, which also include orders from Slenderella Systems Inc. and Star-Kist Foods Inc., call for sponsorship of alternate-week quarter-hour segments in four Monday-through-Friday daytime programs: THE PRICE IS RIGHT (11-11:30 a.m., EST), TIC TAC DOUGH (12 noon-12:30 p.m., EST), QUEEN FOR A DAY (4-4:45 p.m., EST) and COMEDY TIME (5-5:30 p.m., EST).

The 52-week Procter and Gamble order calls for the advertiser to sponsor four alternate-week segments of "Comedy Time": the alternate Monday 5:15-5:30 p.m., EST segment starting Nov. 25; the alternate Tuesday 5:15-5:30 p.m., EST segment starting Nov. 19; the alternate Wednesday 5-5:15 p.m., EST segment starting Nov. 20, and also the alternate Wednesday 5:15-5:30 p.m., EST segment starting Nov. 27. In addition, Procter and Gamble has ordered two alternate

(more)

Monday 11-11:15 a.m., EST segments and three alternate Friday 11-11:15 a.m., EST segments of "The Price Is Right." The Monday sponsorships started Nov. 18 and the Friday sponsorships started Nov. 15.

Slenderella Systems has ordered the alternate Wednesday 4-4:15 p.m., EST segment of "Queen for a Day" for a 26-week period starting Jan. 15, 1958.

Star-Kist Foods, for its canned tuna, has ordered the second quarter-hour segment of "The Price Is Right" and the first quarter-hour segment of "Tic Tac Dough," both on alternate Wednesdays over a 13-week period starting Feb. 19, 1958.

The Procter and Gamble order for "Comedy Time" was placed through Compton Advertising Inc., and its order for "The Price Is Right" was placed through Tatham-Laird Inc. The advertising agency for Slenderella is Management Associates of Connecticut Inc., Star-Kist Foods is represented by the Honig-Cooper Company.

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NBC-New York, 11/20/57

NBC TELEVISION NEWS

November 20, 1957

'STEVE ALLEN SHOW' TO PRESENT JANUARY 19 TELECAST FROM HAVANA, MARKING FIRST LIVE U.S. TV VARIETY HOUR TO ORIGINATE IN CUBA

A major TV "first" will be scored Sunday, Jan. 19 when Steve Allen and his cast and crew fly to Havana to telecast the first live variety show from Cuba. The program will be telecast 8-9 p.m., EST, in black and white only.

The entire show will originate live from the new Havana Riviera Hotel, which will open Dec. 10.

Viewers will get glimpses of three areas of the plush hotel: the Copa Room, the nightclub, the Casino, the gambling room and the outdoor swimming pool.

All the regulars from the STEVE ALLEN SHOW -- comedians Louis Nye, Tom Poston and Don Knotts, orchestra leader Skitch Henderson, and announcer Gene Rayburn -- will make the trip for the special telecast. Guest performers will be announced later.

The NBC-TV show will use technical facilities of its Havana affiliate, CMQ-TV. Five TV cameras will be used for the telecast.

The show will be beamed to the United States via the new, over-the-horizon scatter microwave system. A signal will be beamed

(more)

from Havana to Miami where it will be fed over American Telephone and Telegraph Company circuits to the network.

The Jan. 19 telecast will be the first network variety show from Havana, although NBC has done two shows out of Havana in the past.

NBC reporter-commentator Martin Agronsky interviewed Cuban President Fulgencio Batista from the Presidential Palace Sunday, Sept. 29 on the "Look Here" show. And on Nov. 13, 1955, "Wide Wide World" featured special segments from Havana.

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NBC-New York, 11/20/57

NBC TRADE NEWS

NBC-TV AND RADIO TO CARRY EISENHOWER ADDRESS ON "VALUE OF INTERNATIONAL COOPERATION TO NATION'S SECURITY"

President Eisenhower will speak on "The Value of International Cooperation to Our Nation's Security" in an address to be broadcast by NBC Television and NBC Radio from Cleveland, Ohio, Tuesday, Nov. 26. The President will be addressing the Civic Organizations of Cleveland in the Cleveland Public Auditorium.

NBC Radio will carry the program live from 9 to 9:30 p.m., EST. NBC-TV will present it by kinescope recording from 11:15 to 11:45 p.m., EST.

NBC-New York, 11/20/57

NBC-TV NEWS

NOTE TO EDITORS:

Please substitute the following for Page One in the list of credits released Nov. 18 for the NBC-TV colorcast of THE PIED PIPER OF HAMELIN Tuesday, Nov. 26, 7:30-9 p.m., EST.

CAST

THE PIED PIPER AND TRUSON (DUAL ROLE).....VAN JOHNSON
MAYOR OF HAMELIN.....CLAUDE RAINS
MARA (THE MAYOR'S DAUGHTER).....LORI NELSON
JOHN'S MOTHER.....KAY STARR
THE KING'S EMISSARY.....JIM BACKUS
FIRST COUNCILLOR.....DOODLES WEAVER
SECOND COUNCILLOR.....STANLEY ADAMS
PAUL (PRINCIPAL CHILD ROLE).....RENE KORPER
LEADING CITIZEN.....OLIVER BLAKE
HAMELIN BOYS.....ALAN AARONSON, BRIAN CORCORAN
HAMELIN GIRL.....KATHIE ANDERSON
HAMELIN MEN.....JOSEPH SARGEANT, JESS KIRKPATRICK
HAMELIN WIVES.....AMZIE STRICKLAND, FINTAN MEYLER, NORA MARLOWE
COUNCILMEN.....LES CLARK, JAMES GONZALES, JAY MEYERS, DICK WESSIER
TOWNSMEN.....JIM ELSEGOOD, DEAN MILES
SERVANTS..FRED HANSEN, ALEX GOUDOVITCH, JACK MATTIS, CAREY LAVERETTE
TOWN CRIER.....CYRIL DELEVANTI

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NBC-New York, 11/22/57

CREDITS FOR "ANDY'S GANG" ON NBC-TV

TIME:	Saturdays, NBC-TV, 10:30-11 a.m., EST, starting Nov. 23.
STAR:	Andy Devine
FORMAT:	Filmed series; each production made up of three segments: Andy's story (approximately 20 minutes of a filmed adventure); a short comedy routine featuring Midnight the cat and Squeekie the Hamster, and another comedy sequence featuring Froggy the Gremlin.
WRITER-PRODUCER-DIRECTOR:	Frank Ferrin
ASSOCIATE PRODUCER:	Ralph Ferrin
SUPERVISING EDITOR:	J.M. Foley
FILMED BY:	Frank Ferrin Co.
FILM EDITOR:	Lyle Boyer
PHOTOGRAPHY:	Alan Stensvold
MAKEUP:	Carlie Taylor
SOUND RECORDING:	RCA
SPONSOR:	Minnesota Mining and Manufacturing Company, St. Paul, Minn.
AGENCY:	Batten, Barton, Durstine and Osborn, Inc.
NBC PRESS REPRESENTATIVE:	Jim Hayes (New York).

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NBC-New York, 11/20/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

November 21, 1957

NBC RADIO REPORTS $500,000 NEW BUSINESS IN WEEK

A $500,000 upsurge in new business was recorded by the NBC Radio Network during the past week, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The new orders were placed by seven advertisers and include the purchase of several programs, among them two major post-season football games, as well as extensive campaigns on NBC Radio's MONITOR.

Advertisers placing the orders and their agencies are:

The Kiplinger Washington Agency for its Changing Times Magazine, through Albert Frank-Guenther Law, Inc., has ordered four 15-minute "Changing Times" programs a weekend for 13 weeks starting immediately.

The Gillette Safety Razor Company, through Maxon, Inc., has ordered full sponsorship of the 20th annual Blue-Gray all-star football game at Cramton Bowl in Montgomery, Ala., on Saturday, Dec. 28 (1:45 p.m., EST) and full sponsorship of the 44th Annual Rose Bowl game at Pasadena, Calif., on Wednesday, Jan. 1 (4:45 p.m., EST).

Evinrude Motors, through the Cramer-Krasselt Company, has ordered seven "Fishing Round-up" segments on "Monitor" each weekend for 15 weeks starting April 11.

(more)

Northwest Airlines, Inc., through Campbell-Mithun, Inc., has ordered five one-minute participations on "Monitor," scheduled on the first and third weekend of each month over a 52-week period starting Jan. 3.

The Sterling Silversmiths' Guild, through Fuller and Smith and Ross, Inc., has ordered four five-minute "Monitor" musical segments a weekend for 13 weeks starting Jan. 11.

The John E. Mitchell Company, for its auto air conditioners, through Taylor-Norsworthy, Inc., has ordered six "Miss Monitor" weather segments each weekend for six weeks starting May 31.

A.O. Smith Corp., for its Permaglas, through the Cramer-Krasselt Company, has ordered seven one-minute participations in "Monitor" for the weekend of Feb. 7.

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NBC-New York, 11/21/57

NBC RADIO NETWORK NEWS

NBC'S MATTHEW J. CULLIGAN HAILS NETWORK RADIO AS PRIME COMMUNICATIONS SYSTEM FOR REPORTING NEWS; SPEAKS IN PITTSBURGH ON OCCASION OF RETURN OF NBC RADIO SERVICE TO CITY VIA WAMP AND WFMP

FOR RELEASE 12:15 P.M., EST, FRIDAY, NOV. 22

Network radio is today's prime communications system for reporting news of the world and of the outer space of the universe, Matthew J. Culligan, Vice President in Charge of the NBC Radio Network, said today (Nov. 22).

Mr. Culligan addressed 300 business and civic leaders during a "Radio Renaissance Luncheon" in the Penn-Sheraton Hotel, Pittsburgh, on the occasion of the NBC Radio Network's return to Pittsburgh through its new owned radio stations, WAMP and WFMP. He emphasized that the immediacy of NBC's "Hot line news flash," which has brought worldwide happenings to the American public through the facilities of NBC Radio affiliates for about a year, has now extended its coverage to the reporting of stories from outer space within minutes after they happen.

NBC's purchase of radio stations WAMP and WFMP, completed on Nov. 1, marks the return of the network's service to Pittsburgh, America's eighth largest market, after an absence of over a year.

The new NBC network service was officially launched at 2:00 p.m. today (Nov. 22) with the regular hourly news featuring NBC newscaster Morgan Beatty. The broadcast, which originated from the Urban Room of the Penn-Sheraton Hotel, was the climax of the luncheon.

(more)

In commenting on the new service, H.W. (Hank) Shepard, General Manager of WAMP-WFMP said: "In line with Pittsburgh's forward-looking program of civic redevelopment, and its magnificent renaissance movement, WAMP and WFMP plan to initiate a radio renaissance. We hope to provide listeners and advertisers with the most comprehensive radio service in the tri-state area."

Mayor David Lawrence of Pittsburgh proclaimed today "WAMP and WFMP Day" and welcomed the stations and NBC Radio to Pittsburgh. Master of ceremonies at the luncheon was Walter O'Keefe, host of NBC Radio's "Nightline." Tedi Thurman, NBC's "Miss Monitor" presented 12 RCA Victor radios as door prizes.

Noted Pittsburgh personalities who have accepted invitations to the luncheon include Mayor Lawrence; Alan G. Nicholas, publisher of the Pittsburgh Sun-Telegraph; Frank Morrison, president of the Pittsburgh Press; William Block, publisher of the Pittsburgh Post-Gazette; P.L. Prattis, editor of the Pittsburgh Courier; County Commissioner John M. Waler; and O.M. Schloes, General Manager of WIIC, the NBC-TV affiliate in Pittsburgh.

NBC executives who attended the luncheon, in addition to Mr. Culligan, included Charles R. Denny, Executive Vice President, Operations; Thomas B. McFadden, Vice President of NBC Owned Stations and NBC Spot Sales; and Jerry Danzig, Vice President of NBC Radio Programs.

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NBC-New York, 11/21/57

[illegible] (WAMP) Engineer

anager of WAMP-WPGP said: "On line with Pittsburgh's Forwa
rogram of civic redevelopment, and its magnificent renais-
ement, WAMP and WPGP plan to initiate a radio renaissance,
o provide listeners and advertisers with the most comprehe
e service in the tri-state area."

Mayor David Lawrence of Pittsburgh proclaimed today "WAMP
Day" and welcomed the stations and NBC Radio to Pittsburgh
ceremonies at the luncheon was Walter O'Keefe, host of NB
Nightline." Todd Thurman, WPG's "Miss Monitor" presented
r radios as door prizes.

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nchoon include Mayor Lawrence; Alan G. Nicholas, publisher
ttsburgh Sun-Telegraph; Frank Morrison, president of the
h Press; William Block, publisher of the Pittsburgh Post-
F.L. Prattis, editor of the Pittsburgh Courier; County
ner John M. Walsh; and C.M. Schloss, General Manager of WI
V affiliate in Pittsburgh.

NBC executives who attended the luncheon, in addition to
gan, included Charles H. Denny, Executive Vice President,
s; Thomas E. McFadden, Vice President of NBC Owned Station
pot Sales; and Jerry Lansing, Vice President of NBC Radio

SINGER RONNIE DEAUVILLE, A POLIO PATIENT, GETS GIFT OF PROMOTION CAMPAIGN FOR HIS ALBUM AFTER 'THIS IS YOUR LIFE' APPEARANCE

A special gift from an old friend is paving the road for national reception of Ronnie Deauville's record album "Smoke Dreams." The surprise gift to the polio victim whose life story was told on NBC-TV's THIS IS YOUR LIFE recently, is a complete record promotion, given free of charge by Buddy Basch, a prominent figure in the record promotion field.

Basch, who heard about Deauville's plight on the Ralph Edwards show, recalled that he had known the young singer a number of years ago when he was singing with such name bands as Glen Gray, Tommy Dorsey and Tex Beneke.

The record promotion campaign will be of particular value to Deauville since Era Records, manufacturers of the album, were unable to turn out enough disks to fill the half million requests from dealers immediately following "This Is Your Life." The campaign is aimed at keeping the nation's disk jockeys and record buyers interested in "Smoke Dreams" until the records can be placed in the hands of music dealers across the country (Era has stopped production on all other records until they turn out enough records to fill all orders for "Smoke Dreams").

In one of his promotion pieces, sent out on Deauville, Basch has written: "Let's make Christmas merry not only for the recipient of the "Smoke Dreams" LP, but for a wonderfully deserving guy as well."

Deauville, who is confined to a wheelchair, has received nightclub and television offers which will enable him to resume his career. As he puts it himself, "It's so wonderful and I'm so thankful to Ralph Edwards and everyone who has been so great."

("This Is Your Life" is telecast on NBC Wednesdays, 10 p.m., EST.)

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NBC-New York, 11/21/57

NOTE TO EDITORS:

In response to the flood of requests that have been received for copies of Helen Deutsch's poem, "White Magnolia Tree," which was recited by Helen Hayes on NBC-TV's "General Motors 50th Anniversary Show" Sunday, Nov. 17, the General Motors Corp. has decided to make it available to the public in printed form.

Copies may be obtained by writing to General Motors Corp., Public Relations Office, 1775 Broadway, New York 19, N.Y.

MESSAGE FROM SIR WINSTON CHURCHILL TO BE READ BY BRITISH STAGE PERSONALITY ON 'TEXACO' SALUTE TO ETHEL BARRYMORE

The British Empire will congratulate Ethel Barrymore Saturday, Nov. 23 when the American Theatre Wing pays tribute to the "Great Lady of the American stage" on TEXACO COMMAND APPEARANCE (NBC-TV, 10 to 11 p.m., EST).

A transoceanic message from Sir Winston Churchill will await Miss Barrymore when she steps into the spotlight. A well-known figure from Britain's theatrical world will read the former Prime Minister's message.

Joseph Cotten, Hoagy Carmichael, Dolores Gray, Roy Campanella, Claudette Colbert, Carl Reiner, Keith Andes, Fred Haney, Casey Stengel, Ethel Barrymore Colt (Ethel Barrymore's daughter), and many other top stars will be on hand to pay tribute to Miss Barrymore.

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NBC-New York, 11/21/57

JOAN CAULFIELD APPEARING ON FIVE NBC TELECASTS WITHIN FOUR DAYS

Joan Caulfield, star of NBC-TV's Sunday night SALLY show (7:30 p.m., EST), may be setting some sort of record with appearances on five NBC-TV programs within four days (Today, Thursday, Nov. 21 through Sunday, Nov. 24).

Today she appeared on "It Could Be You" (12:30-1 p.m., EST). On Friday, she's scheduled on "Tonight" (11:15 p.m.-1 a.m., EST); on Saturday, "The Perry Como Show" colorcast (8-9 p.m., EST); and on Sunday, "The Bob Hope Show" (7-8 p.m., EST) and "The Steve Allen Show" colorcast (8-9 p.m., EST).

Ironically, one of the shows on which she will NOT be seen is her own, "Sally." It was pre-empted by "The Bob Hope Show." However, she will be back again Sunday, Dec. 1 in another comical episode about a sheik who kidnaps Sally (Miss Caulfield) for his harem -- and abducts her globe-trotting companion, Mrs. Banford (Marion Lorne) for good measure.

JACK TRACY
ROOM 320

FEATURE

2 COPIES X-H

November 22, 1957

EARL WILSON KNOWS SO MUCH ABOUT NBC-TV HEADLINERS THAT HE CAN WRITE A BOOK ABOUT THEM--AND THAT'S EXACTLY WHAT HE DOES! IT'S QUITE A BOOK, TOO!

Is Groucho Marx's bushy mustache the real thing or simply a prop?

How does Dave Garroway manage to get up at the crack of dawn to appear on his 7 a.m. (EST) "Today" show?

Why does bachelor gal Gisele MacKenzie keep suitors from the door?

By rubbing elbows with NBC-TV celebrities -- before and after their rise to fame -- syndicated columnist Earl Wilson managed to come up with the answers.

And he sums it all up in his new book, "The NBC Book of Stars," as breezy, witty and easy-to-read a paperback ever to show up at a newsstand or bookstore. It is published by Pocket Books, Inc., New York.

Says Wilson:

"Of course he (Groucho) has a real mustache, a small one, which he claims belongs to his maid."

Dave Garroway manages to meet the deadline for his TODAY show by ducking parties the night before, and rolling out of bed at 4 a.m. to the tune of a powerful alarm clock.

(more)

As for marriage, Gisele MacKenzie believes she'll tie the knot late in life. Explains Gisele:

"I think it's terrible how some mothers bring their daughters up to think that the main thing in life is to get a man. My mother never did that."

The 184-page book contains intimate sketches of 12 NBC entertainers whose faces are familiar to TV viewers everywhere: Steve Allen, Perry Como, Eddie Fisher, Groucho Marx, Dave Garroway, George Gobel, Bob Hope, Milton Berle, Tennessee Ernie Ford, Dinah Shore, Gisele MacKenzie and Arlene Francis.

Wilson is a reporter with a nose for news and an ear tuned to the fast-paced pulse that makes up the lives of the stars.

His style is light, warm, and intimate -- yet a little bit homespun.

He catches the stars offguard, so to speak. He lets the public in on what makes them tick....and why. He tells their opinions on topics from religion to recipes for success.

Take Tennessee Ernie Ford, for instance --

In his chapter on the country boy who made good...and fast... Wilson asks the "pipe-sucking, pea-picking Plato of the country music field" how to get into TV's top ten.

Tennessee Ernie, who's famous for such "Fordisms" as "slick as a peeled onion," and "hotter than a bucket of red ants," answers that "you have to be somebody they can watch in an informal manner and not the kind of guy to dress up for."

As for George Gobel, the secret of his success, according to Wilson, is that he's just plain nice.

(more)

The same goes for Dinah Shore's appeal. Dinah, who doesn't drink, is always running into people who try to get her to do otherwise.

"Why is it," she asks Wilson, "that people try to make you drink when you don't want to. Why is it if you don't like onions, nobody tries to force you to eat onions?"

In the "NBC Book of Stars," Groucho Marx asks roving reporter Wilson why experts spend so much time worrying about the future of "new comedians."

"Why doesn't somebody worry about us old comedians? Doesn't anyone care what happens to us? I guess they've resigned themselves to seeing me do my show some day from a wheelchair."

And so it goes. Wilson traces the careers of NBC-TV's 12 top stars from the backwoods to the big time. Here are some of the many bright spots in his book:

George Gobel, commenting on a fox collar and fox muff flaunted by a pretty girl leading a dog by a leash: "What pretty furs. I see you had enough left over to make a dog."

Milton Berle, after a flowery tribute in which someone said he hoped Uncle Miltie would live to be 102: "I hope so, too. Then I'd be as old as my material."

Arlene Francis, talking about Texas on one of her two television shows: "The Texans are so cordial. You put your hand up to wave hello to somebody -- and they put a drink in it."

Dave Garroway: "You can't lie very much on television because the audience will see right through you."

(more)

Steve Allen, talking about his early career as a radio announcer: "An announcer doesn't have to have brains. He just needs a throat. There are announcers who are smart. But they don't have to be."

Bob Hope: "When a comedian tells a joke, he must have the courage to wait. Longer than any other comedian has enough guts to wait. You have to let them know who's running things."

Perry Como: "I don't use the TelePrompter on straight dialogue because I don't like to be looking over people's heads. But on songs I have the TelePrompter going showing me the lyrics -- just in case everything turns black some night."

A Tin Pan Alley friend, summing up Eddie Fisher's talent: "He may not have the greatest voice -- but (he) does have the greatest tonsils."

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NBC-New York, 11/22/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
Dec. 1 - 7 (All Times EST)

Sunday, Dec. 1

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With guests Martha Raye, Errol Flynn, Army football captain Jim Kernan, Navy football captain Ned Oldham and top players of both teams; Jimmy Dean, Jennie Smith and Don Adams

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Tonight's guests are Rossano Brazzi, Ted Reid, the Steiner Brothers, Pat Suzuki and special guest Jimmy Durante.

Monday, Dec. 2

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Today's guest is Tommy Leonetti.

3-4 p.m. -- NBC MATINEE THEATER -- "The Conversation Table."

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen as emcee.

Tuesday, Dec. 3

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Out of My Darkness."

8-9 p.m. -- THE GOBEL-FISHER SHOW -- Guests are Tennessee Ernie Ford and pantomimist Cilli Wang.

(more)

Wednesday, Dec. 4

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Sam Cooke is guest.

3-4 p.m. -- NBC MATINEE THEATER -- "The Man That Corrupted Hadleyburg."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Come to Me," by Peter Lind Hayes and Robert Creane, starring Farley Granger, Julie Wilson, Steve Dunn and special guest star Margaret O'Brien.

Thursday, Dec. 5

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Johnny Mathis is guest.

3-4 p.m. -- NBC MATINEE THEATER -- "The Broom and the Groom."

7:30-8 p.m. -- TIC TAC DOUGH -- Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Featuring the Modernaires with Paula Kelly, and Marie Wilson as tonight's guest.

Friday, Dec. 6

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Guest Jerry Lee Lewis.

3-4 p.m. -- NBC MATINEE THEATER -- "And Jeni."

Saturday, Dec. 7

8-9 p.m. -- THE PERRY COMO SHOW -- Ethel Merman, Red Buttons and the Everly Brothers are guests.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

* * *

PLEASE NOTE CHANGE IN DECEMBER COLOR SCHEDULE:

NBC MATINEE THEATER (3-4 p.m.) will be in color and black and white on Dec. 30, and in black and white only on Dec. 31.

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NBC-New York, 11/22/57

JACK TRACY
ROOM 320

2 COPIES X-H

NBC COLOR TELEVISION NEWS

November 25, 1957

NBC'S SEVENTH ANNUAL COVERAGE OF TOURNAMENT OF ROSES PARADE IN PASADENA, CALIF., WILL BE COLORCAST ON NEW YEAR'S DAY

Television coverage of the 69th TOURNAMENT OF ROSES PARADE in Pasadena, Calif., will be presented by the National Broadcasting Company for the seventh consecutive year on Wednesday, Jan. 1. The first 15 minutes (11:30-11:45 a.m., EST) will be a parade preview in black and white only, but the two-hour parade itself will be in color as well as black and white (11:45-1:45 p.m., EST).

Minute Maid Corporation (through Ted Bates and Company, Inc.) and Florists Telegraph Delivery Association (through Grant Advertising, Inc.) will sponsor the telecast.

NBC cameras will follow every moment of the brilliant spectacle...from the exciting moments when the huge floats are given their final touches to the colorcast procession down Colorado Boulevard in Pasadena.

During the early minutes of the telecast, Jimmy Wallington, veteran Rose Parade announcer, will interview celebrities and parade personnel in the assembly area on Orange Grove Avenue. (This is the brief portion of the program that will be seen in black and white only.)

(more)

Lovely Betty White and popular Bill Goodwin will handle the commentary, thus bringing the world's outstanding floral extravaganza to the public with colorful realism.

Grand marshal of the parade will be Dr. Robert G. Sproul, president of the University of California's seven colleges.

NBC has assigned technical coverage of the event to two "parade-wise" production experts. William Kayden will produce the program. William Bennington will team with Kayden for the sixth year as the show's director.

More than a million persons are expected to line the five-mile parade route to see the flower bedecked floats, bands, twirlers, and riders.

NBC-TV's colorcast of the parade will be followed by the network's coverage of the famed New Year's Day gridiron classic, the Rose Bowl Game, at 4:45 p.m., EST, in black and white only.

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NBC-New York, 11/25/57

JACK SMITH LOSES AS CONTENDER IN 'TRUTH OR CONSEQUENCES' CONTEST TO SEE WHO SOUNDS MOST LIKE JACK SMITH

Singer Jack Smith lost out to a commercial jingle writer recently on NBC-TV's TRUTH OR CONSEQUENCES when he joined two other men in imitating the Jack Smith style of singing.

Judged by three housewives, who were asked by emcee Bob Barker to pick the man who most closely imitated Smith's singing, the popular radio and TV vocalist went down for the count when the women unanimously selected Marty Speigel, a Hollywood commercial jingle writer. Neither Smith nor the third man, bandleader Bernie Richards received a vote.

It wasn't until after they had made their choice and Smith removed his disguise that the ladies recognized the singer.

"Truth or Consequences" is seen on NBC-TV Monday through Friday at 11:30 a.m., EST.

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CORRECTION, PLEASE:

STATUS QUOTE--AND UNQUOTE

The feature on Earl Wilson's "The NBC Book of Stars" in the NBC Daily News Report dated Nov. 22, 1957, contained direct quotes from the text as well as some indirect quotes.

In the paragraph on Page 2 concerning Tennessee Ernie Ford's answer to the question of how to get into TV's top ten, quotation marks were incorrectly used on the following:

> you have to be somebody they can watch in an informal manner and not the kind of guy to dress up for.

Please delete the quotation marks and the copy will read correctly.

-----o-----

NBC-New York, 11/25/57

DR. RALPH W. SOCKMAN, OF NBC'S "NATIONAL RADIO PULPIT," HONORED BY WORLD COMMITTEE FOR CHRISTIAN BROADCASTING

The World Committee for Christian Broadcasting has named Dr. Ralph W. Sockman, presiding minister of NBC's NATIONAL RADIO PULPIT since 1936, as winner of its first award in recognition of his "distinguished contribution to religious broadcasting."

Dr. Sockman, one of the country's best-known churchmen, has been pastor of Christ Church Methodist, New York City, since 1917, and has spent his entire ministry in that parish. Since 1928 his voice has ministered by radio to people throughout this country and Canada. In June, 1928, when NBC was only two years old, he spoke on the "National Radio Forum" from the studios of WEAF (now WRCA); 16 other NBC stations carried his talk. He was an NBC guest speaker until Nov. 1, 1936, when he became the presiding minister of "National Radio Pulpit," which is produced in cooperation with the National Council of Churches. It is the oldest continuing program on network radio.

Through his broadcasts Dr. Sockman tries to steer a middle course between the scholar and the popularizer. He feels he must relate his message to life as a whole, that he cannot preach from an ivory tower. "A minister," he said once, "cannot detach himself from the life of reality. He must be a public figure, a private human being, and an educator all merged in one. He has to live in the whole world."

(more)

2 - 'National Radio Pulpit'

Listeners to his NBC Radio broadcasts are likely to hear, now and then, nostalgic references to Mount Vernon, Ohio, where he was born, and to the surrounding country where his family had their farm, and to Ohio Wesleyan University, from which he graduated in 1911.

"National Radio Pulpit" is presented on NBC Radio Sundays, 10:05-10:30 a.m., EST.

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NBC-New York, 11/25/57

JACK TRACY
ROOM 320

NBC TELEVISION NEWS

2 COPIES X-H

November 26, 1957

LIVE TV TO GO TO SEA WITH ATOMIC SUBMARINE AS 'WIDE WIDE WORLD' SURVEYS THE SCIENTIFIC RACE BETWEEN THE U.S. AND RUSSIA

Live television will move out to sea with an atomic submarine for the first time Sunday, Dec. 8, when WIDE WIDE WORLD surveys the scientific race between the United States and the Soviet Union.

The program will introduce Luis Alvarez, Glenn T. Seaborg, Ernest Lawrence and other leading American scientists and will look in at centers of education and research both in this country and in Russia.

"We won't try to teach a science lesson," says John Goetz, who will produce the program. "We want to look at science as a whole and find out where we are lagging behind the Soviets and why."

The program is titled "The Endless Frontier" and will be presented on "Wide Wide World" (NBC-TV, 4-5:30 p.m., EST), which is sponsored by General Motors and supervised by executive producer Barry Wood. Narrator Dave Garroway will guide viewers --

> To the atomic submarine Seawolf to witness a dive at sea and to meet the captain and crew. Also aboard will be the captain of the atomic-powered Nautilus, which recently returned from a cruise beneath the Arctic ice cap...

(more)

To the University of California to see the university's Bevatron and to talk with scientists who will compare American and Russian progress in science and education. The segment will include special films from Russia.

To schools across America to survey student attitudes toward science and learn what happens to the enthusiasm and curiosity with which children in their early years regard the natural world around them.

To the Smithsonian Institution in Washington to meet its director, Dr. Leonard Carmichael, and to find out about the process of scientific discovery and to learn whether it is true that America has contributed more to technology than to basic research.

To the Argonne National Laboratories in Illinois to see such experiments as the nuclear irradiation of foods. Viewers will meet students from Pakistan, Iran, Chile and the Philippines who will discuss what atomic power can do for their countries.

To the Bronx High School of Science in New York City to look in on meetings of the students' science clubs. The program will attempt to find out how this school has imparted a sense of adventure to the study of science.

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NBC-New York, 11/26/57

NBC COLOR TELEVISION NEWS

CAST FOR 'TWELFTH NIGHT' ON 'HALLMARK HALL OF FAME'
COLORCAST OF SUNDAY, DECEMBER 15

The cast for the HALLMARK HALL OF FAME colorcast of Shakespeare's "Twelfth Night" Sunday, Dec. 15 (NBC-TV, 6:30-8 p.m., EST) follows:

Maurice Evans as Malvolio, Piper Laurie as Viola, Dennis King as Sir Toby, Rosemary Harris as Olivia, Max Adrian as Sir Andrew, Howard Morris as Feste, Lloyd Bochner as Orsino, Alice Ghostley as Maria, Gregory Morton as Antonio, Dick Davalos as Sebastian, George Turner as the Priest, James Howard as Valentine, William Cottrell as the Captain, Undine Forrest as the Servant and Richard Buck as the First Officer.

William Nichols adapted the play for television and scenery and costumes are by Rouben Ter-Arutunian. Original music was composed and will be conducted by Lehman Engel. John Butler is the choreographer.

This Milberg Production will be directed by David Green, with Robert Hartung as associate producer and Mildred Freed Alberg is executive producer.

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NBC-New York, 11/26/57

NBC TRADE NEWS

ANOTHER BENDIX--DAUGHTER LORRAINE--COMES TO 'THE LIFE OF RILEY'

William Bendix, star of NBC-TV's THE LIFE OF RILEY series, will share billing on the show with still another Bendix on Friday, Dec. 6 (8:30 p.m., EST) when daughter Lorraine makes her TV debut in the episode "A Trip for Peg."

Lorraine, Bendix' eldest daughter, plays Annie, Riley's niece from Brooklyn -- the daughter of Chester's tightwad brother, "Honest John" Riley.

Originally signed for five appearances on the 'Riley' series, Lorraine's performances have earned her a contract for five more episodes. Her next appearance will be in "Little Awful Annie" scheduled for the telecast of Jan. 3, 1958.

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NBC-New York, 11/26/57

JACK TRACY
ROOM 320

NBC TELEVISION NEWS

2 COPIES X-H

November 27, 1957

NBC TELECASTS OF PRO BASKETBALL GAMES TO START DEC. 14;
NELSON AND GOWDY COMMENTATORS FOR 15-GAME SCHEDULE

The schedule of National Basketball Association professional games which NBC-TV will televise this season has been announced by Maurice Podoloff, NBA president, and Tom S. Gallery, NBC Sports Director.

Mr. Gallery also stated that Lindsey Nelson and Curt Gowdy again will be the courtside commentators. This will be the fourth straight season that NBC-TV has presented the pro basketball "Game of the Week" series, and Nelson and Gowdy will be teaming up to describe the action for the third year.

The 15-game TV schedule starts Saturday, Dec. 14 when the New York Knickerbockers visit the St. Louis Hawks' home court at

(more)

EDITORS:

The NBC Daily News report will not be published Thursday, Nov. 28 (Thanksgiving Day). Publication will be resumed Friday, Nov. 29.

Kiel Auditorium. There will be no basketball telecast on Dec. 28, when NBC-TV will cover two all-star football contests -- the Blue-Gray Game and the East-West Shrine Game. The last three basketball telecasts will be playoff games.

TV time will be 2 p.m., EST, except on Jan. 11, when the basketball contest will begin at 1 p.m., EST, to avoid conflict with the telecast of the Senior Bowl football game.

Four teams in the league -- St. Louis, Boston, New York and Philadelphia -- will have two home games televised during the season. There will be one game originating from each of the other four cities -- Detroit, Cincinnati, Minneapolis and Syracuse.

The schedule (all games on Saturdays):

Dec. 14 -- New York at St. Louis. Dec. 21 -- Minneapolis at Boston.

Jan. 4 -- Philadelphia at Detroit. Jan. 11 -- Syracuse at Cincinnati. Jan. 18 -- Detroit at St. Louis. Jan. 25 -- Minneapolis at New York.

Feb. 1 -- Syracuse at Minneapolis. Feb. 8 -- St. Louis at Syracuse. Feb. 15 -- Boston at Philadelphia. Feb. 22 -- Syracuse at New York.

March 1 -- Cincinnati vs. Philadelphia (at Camden, N.J.). March 8 -- Detroit at Boston. March 15, 22 and 29 -- playoff games.

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NBC-New York, 11/27/57

NBC FEATURE

November 27, 1957

THERE'S PLENTY RIGHT WITH "THE PRICE IS RIGHT" AS SHOW ENTERS SECOND YEAR WITH SOME 2,000,000 VIEWERS WRITING IN EACH WEEK

When THE PRICE IS RIGHT first went on the air over NBC-TV on Nov. 26, 1956, someone asked producer Bob Stewart who was going to handle the mail from viewers bidding on the weekly "Showcase."

"Oh," said Stewart, "the receptionist can handle the mail in her spare time."

No one was more happily surprised than Stewart when the first week's mail reached 400,000. The mail count has steadily increased so that now it hovers around the 2,000,000 mark every week. Needless to say, a receptionist no longer handles it.

Stewart, the show's producer, is constantly dreaming up new ideas and new bonuses to keep the shoppers' guessing game lively and attractive. His staff -- Beth Hollinger, associate producer; Paul Alter, director; Mike Graham, unit manager; Taumha Seid, wardrobe mistress; Jim Holland, emcee Bill Cullen's stand-in, and model Beverly Bently have all been with the Monday-through-Friday morning show from the beginning.

The same staff does the Monday night colorcast of the show, which began 10 weeks ago. Program mail count now averages 6,000,000 post cards for the colorcast showcase (each covering about four Monday night programs).

(more)

"The Price is Right" has had a big share of amusing incidents. Stewart recalls the time a donkey was given to a contestant as a surprise bonus. The only difficulty was that once the donkey got onstage, he wouldn't get off. It took the combined efforts of about five stage hands to remove the protesting animal from the set.

Another time, a turntable on which Bill Cullen was standing turned suddenly and Bill ended up talking to the audience from behind the set.

As the show moves into its second year on NBC, producers Mark Goodson and Bill Todman are optimistic about its future. Says Goodson: "I had a feeling about this show right from the beginning. It has a broad spectrum of appeal in this country of price conscious window-shoppers. I feel now as I did in the beginning that it's really going places."

"The Price is Right" is telecast daily over NBC at 11 a.m., EST and is colorcast on Monday nights at 7:30 p.m., EST.

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NBC-New York, 11/27/57

JACK TRACY
ROOM 320

2 COPIES X-H

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

Dec. 8 - 14 (All Times EST)

Sunday, Dec. 8

2-4 p.m. -- NBC OPERA COMPANY -- "Dialogues of the Carmelites," by Francis Poulenc. Cast is headed by Elaine Malbin, Leontyne Price, Patricia Neway, Rosemary Kuhlmann, Judith Raskin, David Lloyd and Robert Rounseville. The text is based on a play by Georges Bernanos. Peter Herman Adler will conduct.

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Sal Mineo, Peter Lawford, Shelley Berman, Rosemary Clooney, and Guy Lombardo and Orchestra.

9-10 p.m. -- THE CHEVY SHOW -- Starring Nanette Fabray, Shirley MacLaine, Bob Crosby and the comedy team of Rowan and Martin.

Monday, Dec. 9

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Today's guest is Marian McPartland.

3-4 p.m. -- NBC MATINEE THEATER -- "The Consul."

7:30-8 p.m. -- THE PRICE IS RIGHT -- Bill Cullen is emcee.

Tuesday, Dec. 10

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Old Friend."

8-9 p.m. -- FISHER-GOBEL -- Bob Hope, Elaine Dunn, Gypsy Rose Lee and Erin O'Brien are tonight's guests.

(more)

Wednesday, Dec. 11

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Give Me a Wand."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Heroes Walk on Sand," by George Dyslin, starring Elliott Nugent, Walter Abel, Ann Harding and special guest star Basil Rathbone. Sloan Simpson is featured.

Thursday, Dec. 12

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Charlie Applewhite is today's guest.

3-4 p.m. -- NBC MATINEE THEATER -- "The Sure Thing."

7:30-8 p.m. -- TIC TAC DOUGH -- Jay Jackson is emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Charles Laughton is the guest tonight.

Friday, Dec. 13

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW -- Singer Brenda Lee is guest.

3-4 p.m. -- NBC MATINEE THEATER -- "Dark of the Moon."

Saturday, Dec. 14

8-9 p.m. -- THE PERRY COMO SHOW -- Guests tonight are Janis Paige, George Sanders and Lou Carter.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

(more)

PLEASE MAKE THE FOLLOWING CHANGES IN THE DECEMBER COLOR SCHEDULE:

NBC MATINEE THEATER (3-4 p.m.) will be telecast in color and in black and white on Dec. 24 (instead of black and white only, as listed previously).

Please delete: MY FRIEND FLICKA (6:30-7 p.m.) Dec. 22 and 29. Show resumes Jan. 5 at a new time.

Please delete: AMAHL AND THE NIGHT VISITORS (10-11 p.m.) on Dec. 23. New date and time to be announced.

NBC-New York, 11/29/57

CAST AND CREDITS FOR COLORCAST OF POULENC'S OPERA, "DIALOGUES OF THE CARMELITES"

Following are cast and credits for the opening production of the season of the NBC Opera Company, Francis Poulenc's "Dialogues of the Carmelites," with text by George Bernanos, Sunday, Dec. 8 (NBC-TV colorcast, 2-4 p.m., EST):

CAST

Blanche de la Force.....Elaine Malbin
Madame de Croissy, prioress (mother superior).....Patricia Neway
Madame Lidoine, prioress (second mother superior)...Leontyne Price
Chevelier de la Force.....Robert Rounseville
Mother Marie of the Incarnation (asst. prioress)....Rosemary Kuhlmann
Sister Constance.....Judith Raskin
Mother Jeanne.....Carole O'Hara
Sister Mathilde.....Irene Antal
Father Confessor of the convent.....David Lloyd
First Officer.....Howard Fried
Second Officer.....Norman Atkins
Jailer.....Paul Ukena
Doctor.....William Wolff
Thierry.....Nino Ventura

CONDUCTOR.....PETER HERMAN ADLER

(more)

CREDITS

Producer.....Samuel Chotzinoff

Director.....Kirk Browning

Music and artistic director.....Peter Herman Adler

Set designer.....Trew Hocker

Costumes.....Robert Fletcher

Administrator.....Louis Ames

Translation.....Joseph Machlis

Audio director.....David Sarser

Unit Manager.....Earle Harris

Lighting.....Alan Posage

Assistant conductor.....Felix Popper

Assistant Director.....John Schwartz

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NBC-New York, 11/29/57